

LIFE

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AND ACHIEVED H-BOMB FOR U.S.



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SPEAKING OF PICTURES

. . . Aerial joke produces photos of a frightened secretary

Carol Kane, attractive 24-year-old New York secretary, had never flown until last spring when her boss, who does advertising for a plane manufacturer, arranged for her to ride in a new twin-engine plane. When the plane took off (*top left*) Carol didn't know that the pilot planned to stop one of the engines to prove to a potential customer (*in the rear seat*) that the plane would fly as smoothly on one engine as two. Suddenly, over New York City the pilot cut the starboard motor. Carol's immediate reaction was

horror (*top center*) and she pointed frantically to the idle propeller (*opposite, top*). When the pilot slowly turned the motor on and it started turning, she clapped her hands happily (*above*). Only then did she see Aerial Photographer Hans Groenhoff in a nearby plane (*opposite*). She called across to him that everything was O.K. (*middle picture, opposite*). Assigned to photograph the plane in flight, Groenhoff got these pictures instead. Carol, impressed with her adventure, quit her office job and is now an airline hostess.



This One



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LETTERS TO THE EDITORS

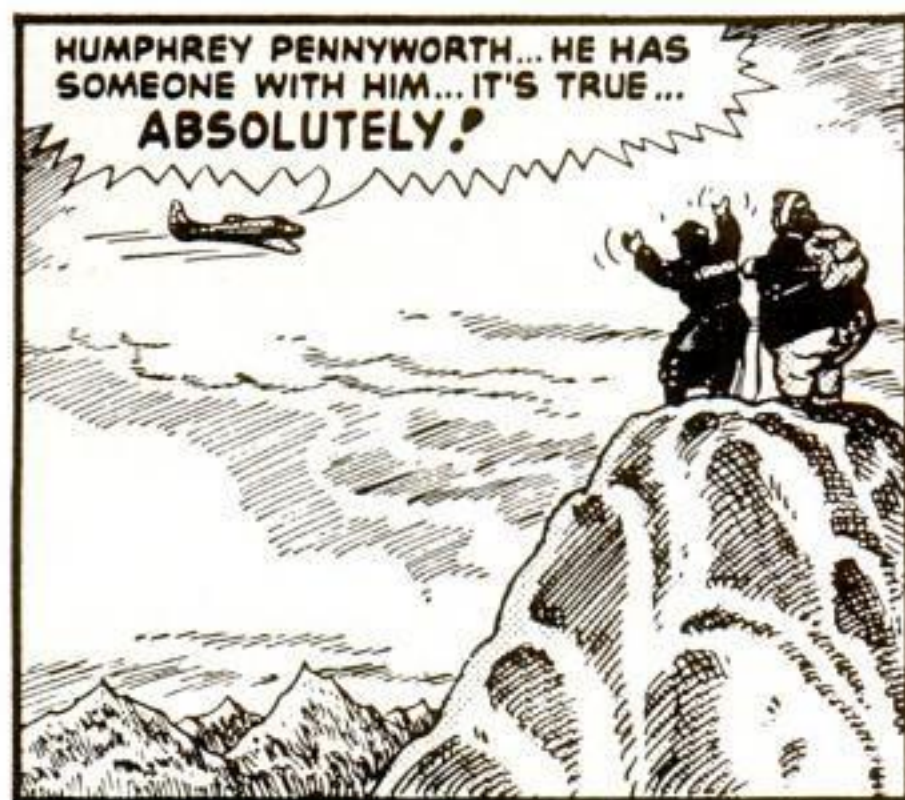
NEWSFRONTS OF THE WORLD

Sirs:

In Newsfronts of the World (LIFE, Aug. 16) you mention that K-2 has been climbed by an Italian team headed by Ardito Desio. Didn't you notice that Humphrey Pennyworth in the Joe Palooka comic strip (below) climbed the same mountain?

KEITH HARMAN

Indianapolis, Ind.



LEEMY AND PENNYWORTH CONQUER K-2

● Pennyworth and Jerry Leemy made it to the top of K-2 just four days before the Italian expedition got there. (LIFE owns sole North American rights to the pictures taken by the Italians and expects to publish the story when the expedition returns.)—ED.

Sirs:

I was very surprised to read about the Illinois American Legion's attack on the Girl Scouts, of which I am a member. I have searched the chapters on the United Nations in both the old and new Girl Scout Handbooks, but I failed to find any "pro-U.N. literature." What is the American Legion's complaint?

BARBARA BALL

Port Washington, N.Y.

● After learning that the 1954 edition of the Girl Scout Handbook would be suitably revised, the Illinois American Legion removed the Girl Scouts from its black list. Sample change: a paragraph urging everyone to do his or her best to help the United Nations succeed is replaced by a suggestion that Girl Scouts ought to be interested in United Nations work in child welfare.—ED.

'I REACHED THE STARS'

Sirs:

I have just read "I Reached Stars the Hard Way" (LIFE, Aug. 16). It is the most courageous and heart-touching account I have ever read—a truly wonderful American success story.

MRS. GEORGE E. NUGENT

Wasco, Calif.

Sirs:

As a former check pilot and operations officer at Avenger Field, Sweetwater, Texas, the home of Jackie

Cochran's WASPS during World War II, I had occasion to observe Miss Cochran in action. At the time I thought her hard and ruthless, but after reading her story in LIFE I look back and understand her actions much better. Yes sir, she was quite a gal!

WALTER L. NANCE

Concord, N.C.

FAITH MOVES WITH WORSHIPERS

Sirs:

Thank you for "Faith Moves with Worshipers" (LIFE, Aug. 16). We sincerely appreciate your notice of the churches' cooperation in adapting their ministry to a "parade" of construction workers' families. However, credit should also be given to the Ohio Council of Churches, which shares equally with the National Council in providing direction for the ministry, and to the churches of the four-county area, into whose fellowship the temporary people are welcomed. . . .

JOSEPH W. MERCHANT
National Council of Churches

New York, N.Y.

GREATEST MILE

Sirs:

It might flatter LIFE to know that during his recent visit to New York City, Roger Bannister ("Greatest Mile Race in History," LIFE, Aug. 16) was running around with a copy of LIFE. I noticed him dashing by on Fifth Avenue and decided to follow him. He entered a photo store on 47th Street where he opened the copy to the full-page picture of him breaking the four-minute mile and asked to have it matted (below).

PAUL SELIGMAN

New York, N.Y.



BANNISTER WITH HIS "LIFE" PHOTOGRAPH

Sirs:

Did James Peters really suffer the "agony" that the crowd thought he suffered? In a road race in which I collapsed from exhaustion I staggered about 100 yards before the finish but finally shook hands with the runner who crossed after me. I was not in "agony." I didn't even know I did it. . . .

EMERY STEINBERGER

Hillside, N.J.

● Peters remembers seeing the entrance to the stadium and the roped lane leading down to the track, but the rest was a mist in which he was too far gone to feel anything.—ED.

Sirs:

I thoroughly enjoyed your "Greatest Mile Race in History." However I was disappointed to see no mention of the show winner. Finishing third and competing for Canada was Rich Ferguson, who also runs for the State University of Iowa. His time of 4:04.6 compares favorably with all collegiate records in the U.S. Rich is a Big Ten two-mile champion and won the NCAA two-mile in 1953.

CHUCK BOYLAN

Denver, Colo.

● Ferguson's 4:04.6—the fastest mile ever run by a Canadian—won him the Canadian AAU's nomination as Canada's athlete of the year.—ED.

LETTERS (CONT'D)

Sirs:

Mr. Desmond H. Oswald says, "As any fisherman knows, a fish is always swallowed tailfirst" (Letters to the Editor, LIFE, Aug. 9). Here is a picture of a 19-pound northern pike that had swallowed a fish so long that the tail was showing if you looked down his throat. When we cut him open we found a two-pound pike. . . .

GERALDINE CARLSON

Mishawaka, Ind.



ANOTHER FISH SWALLOWED HEADFIRST

15¢ A HEAD

Sirs:

Your article "15¢ a Head" (LIFE, Aug. 16) proves again that talent is often found in very young children. . . . While Thomas Lawrence was still a child his father owned an inn on the road between London and Bath—where the most celebrated people stopped off to have their portraits sketched by this lovely child.

ALMA ZODIAC

New York, N.Y.

● Lawrence at 10 was already selling portraits at \$5 a head. At 18 he was admitted to the Royal Academy and at 23 he was appointed principal portrait-painter in ordinary by King George III.—ED.

'LOOK, IT'S FLYING'

Sirs:

In your article "Look, Everyone, It's Flying!" (LIFE, Aug. 16) you say that a 62-year-old teacher won first prize with her glider, which stayed aloft 2.1 seconds. You must have meant 2.1 minutes.

DALE B. DUBIN

Gary, Ind.

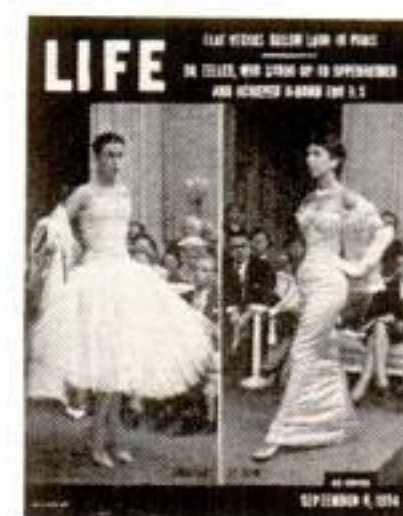
● It was 2.1 seconds. As one husband said, "The girls may be able to build gliders, but they can't throw them any better than they can throw a baseball." Later he proved his point by sailing a glider for a 20-second flight.—ED.

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"PLEASE HELP ME. MY HUSBAND IS VERY ILL."

Out of the Night Came a Call for Help

Quick action of alert telephone operator helps save man with heart attack

It was about two o'clock of an August morning when the call flashed on the switchboard. A woman, in an excited voice, asked to be connected with a doctor.

Mrs. Carolyn F. Gross, the night operator, rang the doctor's home immediately but he was unavailable. Sensing a critical emergency, she asked if she could be of help in getting another doctor.



POLICE ESCORT. To help the doctor get there faster, the operator arranged for the State Police to escort him to the sick man's home.



AWARDED MEDAL. Mrs. Carolyn F. Gross, night operator in Berlin, N. J. Awarded Vail Medal for "initiative and resourcefulness" in answering emergency call. Vail Medals, accompanied by cash awards, are given annually by the Bell System for acts of noteworthy public service by telephone employees.

"Oh, please do everything you can," implored the caller. "My husband has had a heart attack and is very ill."

Mrs. Gross rang a doctor who had helped in a previous emergency. Then, realizing he was new in the area, she arranged to have the State Police meet him at a certain point and lead him to the house.

Shortly after, the subscriber's daughter called to ask for oxygen.

"It's on the way," said Mrs. Gross.

"I thought you might need it so I telephoned the emergency ambulance service. They ought to be there any minute."

Just before she went off duty, Mrs. Gross called to ask how the sick man was doing and if there was anything else she could do.

"You've already done so much," said a grateful voice. "The doctor says that it's only because of your help that my husband is alive."

EVER READY... EVER HELPFUL. Day or night, rain or shine, the telephone stands ready to help you—in the everyday affairs of life as well as emergencies. This swift, willing worker will run your errands, guard your home, save countless steps and valuable time and keep you in touch with relatives and friends. In office and home, these oft-repeated words reveal its value—"I don't know what I'd do without the telephone." **BELL TELEPHONE SYSTEM**



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September 6, 1954

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EXPERT PACKER HAMONIAUX IN PARIS, HIS HANDIWORK (SLIGHTLY DAMAGED) AND THE DISASTER IT WEATHERED

MIRACLES vs. THE HARD WAY

Nowadays the means of communication on which journalists rely are a technical miracle. Telephone, cable and radio are ideal for moving words, but with pictures LIFE has a further problem and ultimately must fall back on the old-fashioned device of moving physical objects from point A to point B and from B on. Even with one such miracle, Wirephoto, LIFE prefers to reproduce from the original photo to retain the picture's full quality.

LIFE's problem starts with taking the pictures, which requires, of course, the simple presence of the photographer on the scene. Next is the task of getting the pictures by any means available—kayak, droshky, jet plane or trolley—to the editorial offices in New York or, in a last-minute emergency, to a skeleton editorial staff flown to LIFE's printing plant in Chicago. And though the logistics problem would seem to end here, it doesn't. On two occasions, the Coronation (LIFE, June 15, 1953), and the opening of the 83rd Congress (LIFE, Jan. 18, 1954), passenger seats on three helpful

airlines had to be bought in order to airlift special color inserts, printed in Chicago, to auxiliary printing plants in Philadelphia and Los Angeles, where they were bound into the regular edition. The problem doesn't really end until the reader gets from the mailman or newsdealer the weekly end-result of all this transportation.

What looked like a nice, normal job of reporting a relatively peaceful event recently turned into a near-disaster. In Paris, TIME-LIFE factotum Lucien Hamoniaux (above) packed up our unique candid color shots of the fall fashion openings and put them on a plane bound for New York. The plane crashed and burned near Norwich, Conn. (above), and the film, which depicted events that could never be re-created, was given up for lost. Thanks, however, to the efficient Lucien's near-fireproof packing and an alert customs broker who spotted the package (above) on a television newscast, the film reached New York in time to make LIFE's cover and lead story (pp. 8-15) this week.

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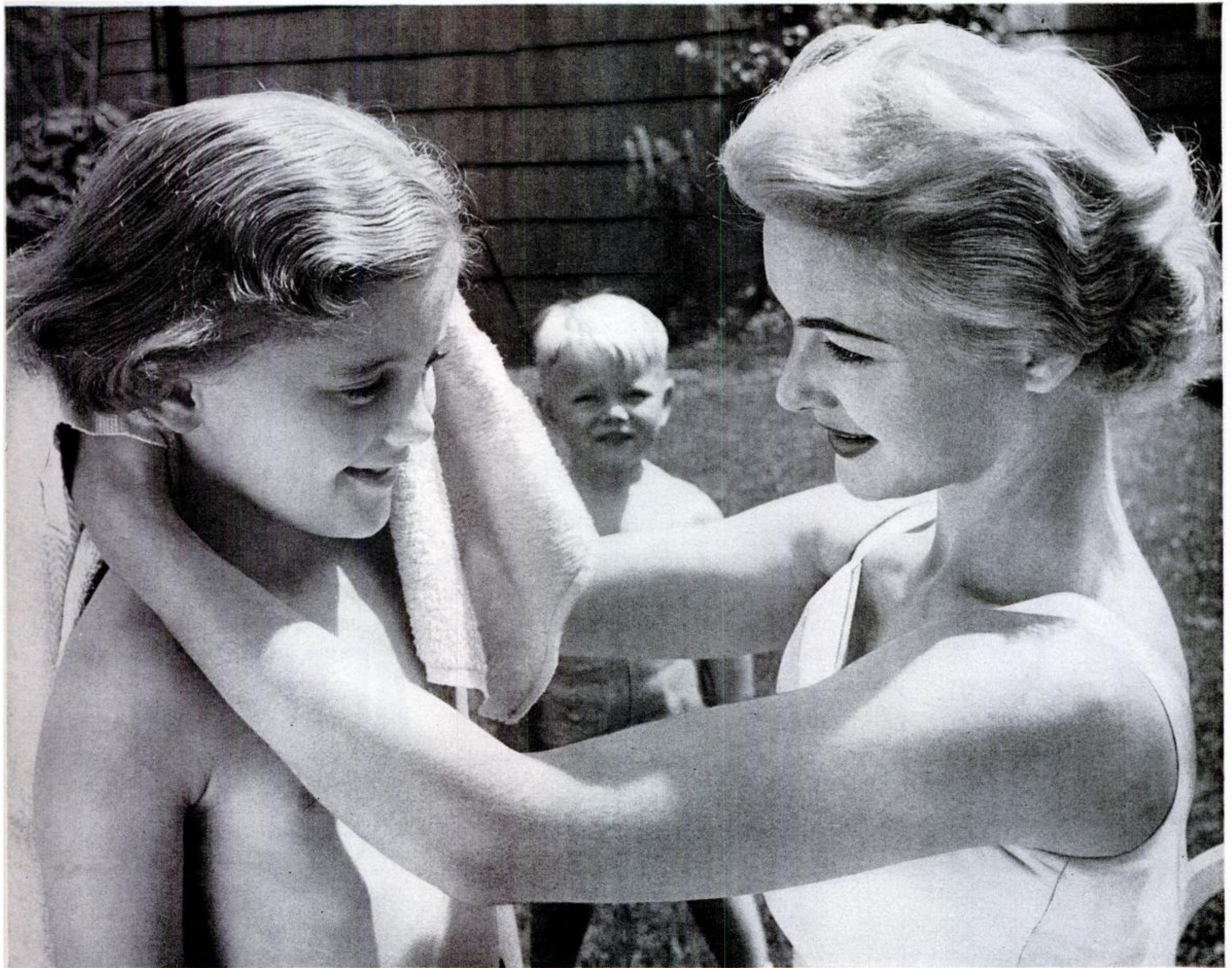
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NEVER, NEVER DRIES YOUR HAIR!**



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FOR BEAUTIFUL HAIR-DOS RIGHT AFTER SHAMPOOING!

Naturally, you expect a shampoo to *clean* your hair and scalp. And New Woodbury does that, but with this difference. It never, never dries your hair because a special ingredient protects your natural hair oils. Your hair will shine with cleanliness and be beautifully behaved *right after* shampooing. You won't have to wait days for it to settle down. New Woodbury lathers extra well, even in hard water. And it rinses out

easily and quickly, too. There's no need for a special rinse. We honestly believe that you cannot buy a better shampoo at any price. Yet you'll find New Woodbury costs much less than any other quality shampoo. This is possible because so many people buy it all the time. And right now, the big \$1.00 size is just 59¢. See how proud of your hair New Woodbury Shampoo can make you!





SHE SAYS IT ISN'T SO, or at least not necessarily. Using gestures that were seen all over Paris

the day after Dior's showing, Kittie Campbell of Philadelphia *Evening Bulletin* shows (left) how side



boning will lift (right) but not abolish bust. Listener is Henry Plehn, president of Peter Pan Foundations.

THE SHAPES STAY SHAPELY AFTER ALL

PHOTOGRAPHED FOR LIFE BY MARK SHAW

Worrisome rumors about what Dior was up to had been coming out of Paris ever since late July, when top buyers and members of the fashion press from all over the world had gathered to sit on gilt chairs in chandelier-lighted showrooms as the world's great couturiers unveiled their new fall collections. Remembering how Dior had dropped hemlines with his famous "New Look" in 1947 and had then ceremoniously hiked them last year (*LIFE*, Aug. 31, 1953), even disinterested observers joined in the storm of protest against what sounded like a supremely un-American attempt to eliminate the female bosom and shove fashion back to the shapeless flapper mold of the '20s. Although few mortals really expected to buy the clothes (typical price: \$800), less expensive modifications of the Paris designs would soon be filling U.S. stores. No pictures could appear before the official September release date, so conflicting words kept the public aroused.

Shown on these pages are the first candid color shots of the Paris collection openings ever published. Dior's narrow, high-necked top does exist (left, and cover, left) but it represents only a fifth of his collection. A more popular silhouette (right, and cover, right), which reveals a smaller, lifted bust, a longer body and newly emphasized hips, produces an extremely feminine, sexy figure. Fath, Balenciaga, Balmain and Givenchy, the other four couturiers in Paris' current big five, showed rich collections which also hewed to the longer, slender line (next pages). The fashion industry might have to retool a bit, but there was nothing to alarm either the American woman or her male admirer.



"1955" WAS STRAIGHTEST AND MOST FLAT-CHESTED DAY DRESS IN THE DIOR COLLECTION





FATH STOCKINGS which have clocks up side and fasten with rhinestone garters were trick item to open show. Fath showed six stocking designs (\$10-\$16 a pair) which sold best to U.S. buyers.



FATH "BEDJACKET," a loose jacket over full skirt (*left*) which appeared throughout collection, was one of designer's two most popular silhouettes. Lace version covers strapless short evening dress.



BALMAIN BALL GOWN with bow on hip is shown at designer's preview. Elderly woman in tan hat (*left*) is Alice B. Toklas, longtime companion of Gertrude Stein; blue hat wearer owns *Folies-Bergère*.



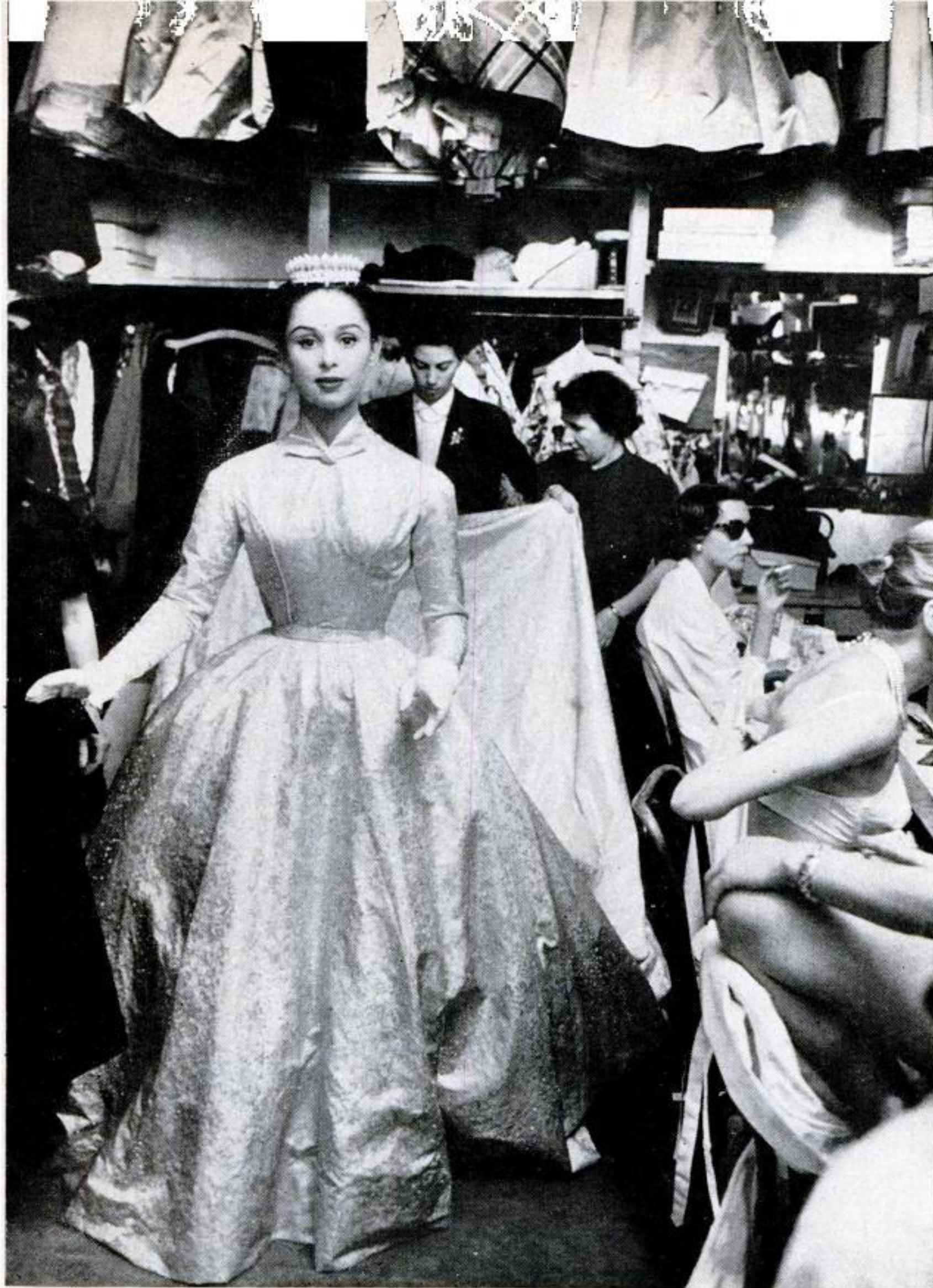
BALENCIAGA COAT with big collar (*above*) is reminiscent of designer's birthplace, Spain. Coat is shown with small hat for evening. I. Magnin buyers in background are inspecting dinner outfit.

GIVENCHY DRESS with tightly fitted torso (*below*) is a popular example of covered-top cocktail dresses which were shown all over Paris. Viewer with cigaret (*left*) is Paris editor of *Harper's Bazaar*.

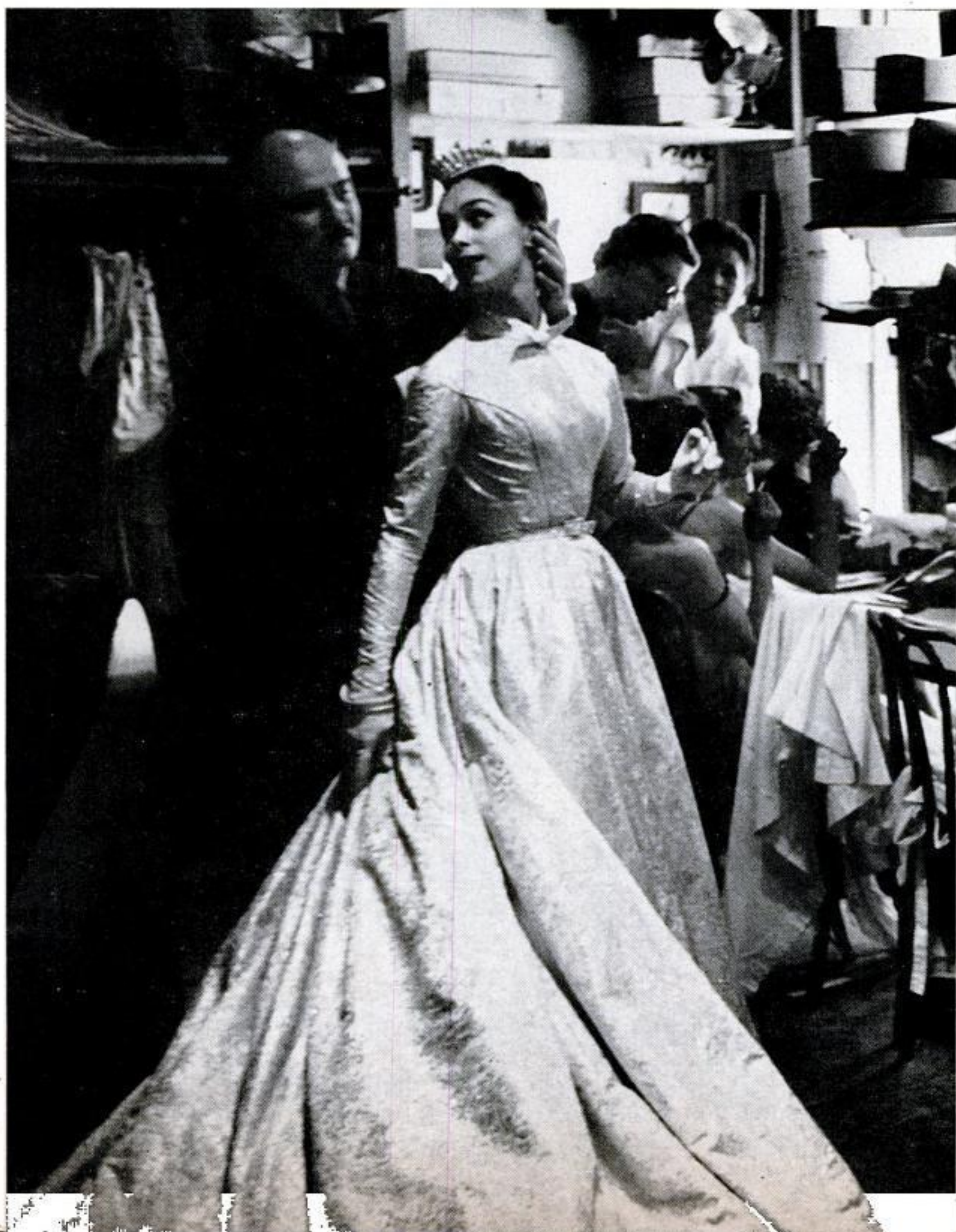




A PEEP BACKSTAGE shows clutter at Balmain's on first day surrounding a bridal gown model. Designer, 37 helpers labored here to outfit 10 mannequins.



BALMAIN BRIDE wore jeweled gown typical of designer's ornate ball gowns. Shown above ready to go out, she returned (below) to receive kiss from the boss.



DIOR BRIDE, in white lace, exhibited longer torso, emphasized hips and high bust which marked Dior's whole collection.

EVERYONE SHOWED BRIDES

Traditionally last to appear at a Paris couture collection is the bridal gown, a masterpiece of dressmaking which emphasizes the designer's leading evening silhouette and ends the show in a cascade of applause. Balmain's Paulette (*left and opposite*) has been his bridal model for the last five years, but Dior's bride, this year a model named Lison, is always one of his new finds (*above*). Although the bridal gown is usually the most opulent dress in a collection and is mainly a showpiece, Balmain's inevitably wind up selling. A farmer in Canada once paid \$2,000 for a Balmain bridal gown and used it for each of his six daughters.



FATH BRIDE with typical lace "bed jacket" came out minus veil to show postwedding use. Spectator (*left*) is Ingrid Bergman.



CHIN-DEEP COLLAR tops Dior's narrow suit, "Conspiracy," for the latter-day lady operator.

LURKING LADY SPIES SLINK INTO SPOTLIGHT

Slithering through the couturier salons all over Paris, some of the most striking and newest-looking designs were dead black, *femme fatale* outfits as skinny as shadows and as exotic as those worn by the most sultry and successful lady spy of World War I. The sinuous dinner gowns were highly covered and sometimes peeled down to reveal supersexy necklines (*far right*). The clothes were compared by the French to *souris d'hôtel*, the nocturnal lady thieves who slink around city hotel corridors dressed in black tights to avoid being seen. But their designers had given them names such as "Arsène Lupin," "Conspiracy" and "Énigme." Eventually the narrow silhouette in dinner dresses may overtake currently popular short full styles. Whatever the future, the much-publicized, flat-chested, sack-shaped flapper of the '20s does not appear to be in it.

LONG-LINE OVERBLOUSE, slim skirt and satin coat at Dior recall early World War I style. →



FACE-FRAMING FOX trims Fath suit. Outfit's serpentine shape is broken by satin ribbon at hips.



PUFFED-OUT HIPS are only ripple in smooth line of Dior's dinner dress with severe neckline.

UNDER-COVER EVIDENCE that Dior did not → revive flapper shows in hat-shaded dress under suit.



Is "peace for our time" possible? Though wistful men grope for some magic recipe to appease the Moscow-Peking axis, the Reds refuse to be pacified except on a steady diet of fresh conquests. The cold reality, until the Communist world itself seeks a respite, is the uneasy prospect of "nibbling" wars while "two atomic colossi"—as Eisenhower put it—stand "doomed malevolently to eye each other indefinitely across a trembling world." That means neither peace nor total war. What it does mean has just been ably defined by Britain's Lord Strang in his maiden speech to the House of Lords. While not the first to define these grim realities he did so with singular clarity.

Few men are better equipped to recognize reality. For 35 years Strang grappled with it in the foreign office (his peerage is his reward). He saw the Soviets firsthand as counselor to Moscow, accompanied Chamberlain to Munich, was himself on a mission to woo Stalin at the very time the Soviet pact with Hitler was being negotiated. As General Eisenhower's personal assistant in postwar Germany, he watched the cold war begin; for five years, as permanent undersecretary of state, he conducted Britain's part in it. Speaking from this painfully earned wisdom, Lord Strang reminded his peers that it is a mistake to seek and a misnomer to speak of "peaceful coexistence" if by that term is meant "a positive spirit of harmony and concord." That cannot be because the dynamic of Communism (as of the Jacobinist-Napoleonist revolution that Pitt the Younger faced) is both messianic and missionary, a dogma that must triumph universally or lose all. "If peace means simply the absence of major war," said Lord Strang, "then peaceful coexistence . . . is not only possible but even probable."

The two great historical facts of our time, he went on, are

the emergence of this fanatic imperialism backed by Soviet power and, secondly, the recognition by America, the only power which can check it, of its responsibility to do so. "Like any other state," said he, "the Soviet Union must be preoccupied first of all with her own survival. She would be unlikely to . . . risk a world war for Communist purposes unless she could expect an easy victory. We must see to it that no such easy victory would be achieved. . . . We are left, therefore, with the prospect of a 'peaceful coexistence' which means the absence of both peace and war, in the full sense of both words, and which may last for . . . generations to come. A better name . . . would be 'coexistence with conflict.'" Even such quasi peace has a heavy price. ". . . The Communist powers will continue to use every means, short of world war, to penetrate, to disrupt, and to dominate the other half of the world . . . calling off the offensive in any particular place only if strong and effective resistance is offered. That is a grievous prospect, but not so grievous as total war, and not so grievous as surrender."

In a gentle admonition to Churchillian "conference" dreamers, Lord Strang warned, "The fundamental cleavage between the two halves of the world is not to be resolved at a stroke at a brief meeting of statesmen, however highly placed." For Laborite appeasement dreamers he added, "We should have a care, lest, in our search for peaceful coexistence, we set foot on the path of improvident accommodation with a watchful and persevering adversary, and risk sapping the unity among the free peoples which alone is their strength." His warning was needed. A band of V.I.P. unity-sappers had been wandering for weeks down the garden paths (*see below*), hand-in-hand with the watchful, and gleeful, adversary.

BRITISH FOLLY ABROAD

Bumping beakers with the Communist mayor of Shanghai last week, Britain's mild and venerable Clement Attlee, 71, expressed a pious hope. With seven Labor party colleagues, he was in the third week of a "goodwill" tour through the iron and bamboo curtains, breaking bread with all the top Communists in both lands. Attlee's hope was that the trip would lead to "the stabilization of world peace everywhere."

That was certainly a great deal to expect from a trip which was mostly a priceless windfall for the Communist "peace" propaganda. It lent the presence of a former prime minister to the fiction of the Communist hunger for peace. Polls indicate a majority of Britons wishfully approved it, as indeed they did Chamberlain's disastrous 1939 trip to Hitler. With all deference to Attlee's noble motives the trip was a mistake, unavoidably aiding the enemy's divisive tactics by damaging Anglo-American unity and good faith. And just so much as it encourages a delusive hope for total peace, to the same extent it undermines, like Munich, the people's awareness of their danger from piecemeal conquest. No fool, Attlee is unhappily caught in a fool's errand.

In Munich days, appeasers were called the "Cliveden set," after Lady Astor's country home. Now, as the London *Economist* suggests, there is a "Chiltern set" (Attlee has a country home in the Chilterns) ready to fall for Moscow's genial reappraisal of cold war tactics. Certainly the Chiltern set got entertainment as bubbly as any champagne salesman Von Ribbentrop once uncorked. Malenkov whisked them to his private *dacha*, and so many toasts (at least 17) were drunk that the party's own secretary could not remember what was said except that nobody toasted the queen. Yet Malenkov, with a certain elephantine gallantry, did honor the only visiting lady, Dr. Edith Summerskill, by leaping into the garden to pluck a bouquet of flowers she had admired. The villa once belonged to the proletarian hero, Author Maxim Gorky, who was murdered in 1936 by NKVD Chief Yagoda, according to his own confession. Did Dr. Summerskill remember that roses supposedly grow reddest where buried martyrs have bled? But after so many toasts it may be

that murdering authors seemed like little more than an extreme form of criticism.

In any case, once the titillated travelers had reached Peking, Red China's Premier Chou En-lai did toast the queen. No one toasted the 10 victims of the British airliner which was shot down into the China Sea. Surely their spirits must have marveled at every tasty mouthful of lotus roots daintily savored and at every glass of fiery *mo-tai* liquor jovially drained. The ghosts of the butchered First Battalion Gloucesters (569 out of 700 were lost just north of Seoul) could doubtless have used a bit of that juice for their parched throats.

Polite Clem Attlee could not intrude such unpleasant topics at the feast. But the ancient Chinese philosopher, Lâo-tse, could have provided a proper agenda:

. . . After Nature was lost, one talked of character;
After character was lost, then one talked of kindness;
After kindness was lost, then one talked of righteousness;
After righteousness was lost, then one talked of rules of conduct.
Now, rules of conduct indicate the thinning out of the innate honesty of man. . . .

Mao Tse-tung himself did talk of rules of conduct, blandly spelling out the price of Chinese poker. All Britain had to do, he said, was to stop doing—and persuade the U.S. to stop doing—anything and everything that might annoy him or Comrade Malenkov, such as refusing to hand over Formosa, even (so widespread are Chinese interests nowadays) to stop rearming Germany. The West would not find Red China at all hard to deal with if it would simply yield up everything asked for in advance. Surely this arrogance awakened the British lotus eaters. If not it will be a grave awakening for Americans to learn that the spokesmen for almost half of Britain's electorate still do not know that Communism cannot be appeased. One can only hope that their trip has taught them (to paraphrase an old maxim) that when rape is not inevitable, it is not advisable to relax.

PICTURE OF THE WEEK



THE LITTLE LEAGUES PRODUCE A BIGTIME BUBBLE

In the crucial innings of play for the National Little League baseball championship in Williamsport, Pa., 12-year-old Clarence Brumm was catching for Colton, Calif. against Schenectady, N.Y. To Clarence this was more than a World Series, for his age made this his last Little League game. As Colton took the field for the first time, the score was still 0-0,

and Clarence stuffed a wad of bubble gum into his mouth. While the infield peppered the ball around he began blowing a bubble, which grew and grew, creating an unparalleled picture of a Little Leaguer trying to make like a Big Leaguer. But as Clarence's bubble soon broke, so did Colton's. Schenectady scored two runs that inning and went on to win, 7-5.



RISE OF VARGAS (right) to power came in 1930 revolution after election defeat. Generals Miguel Costa (left) and Jose Gois Monteiro backed revolt.

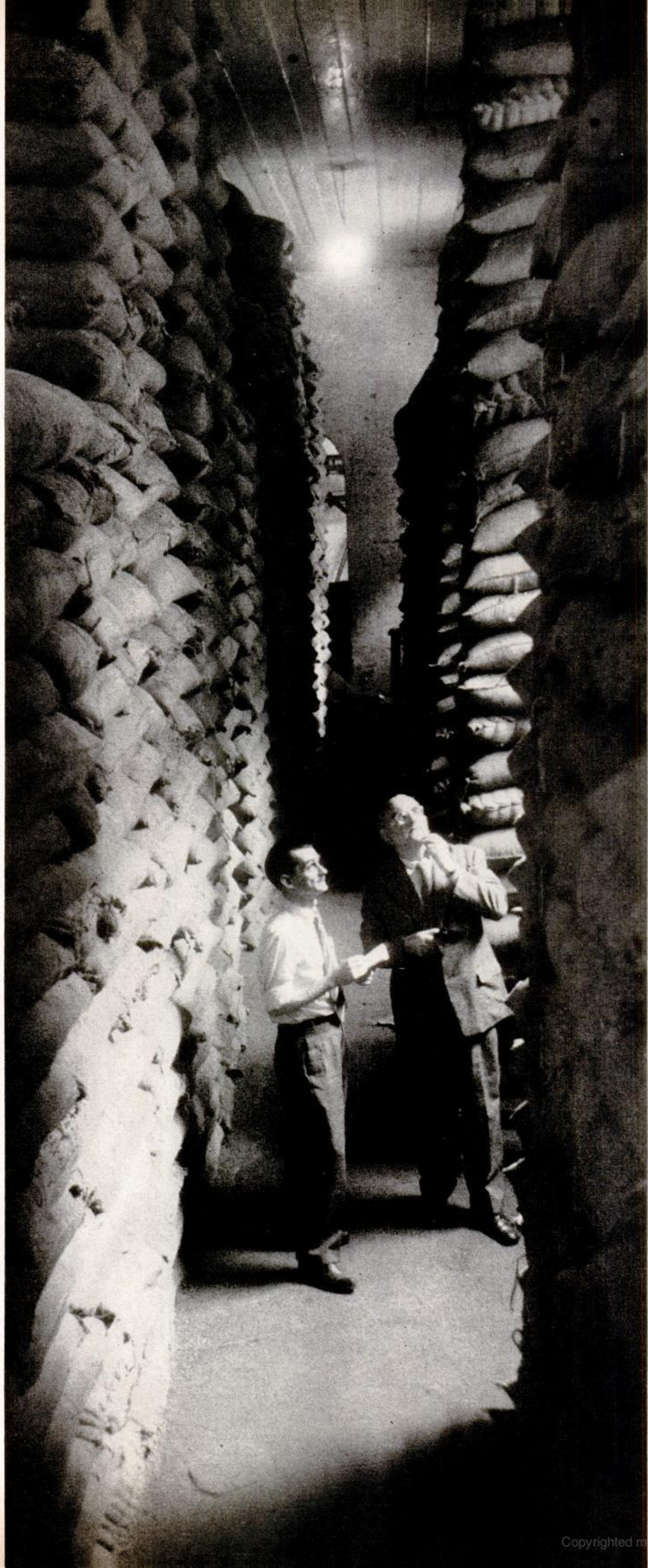


GIANT BODYGUARD Gregorio (left), called the "Black Angel," went everywhere with Vargas, prospered from graft, is now in jail and on hunger strike.



BACK IN OFFICE again after 1950 election, Vargas beams. He was overthrown in a 1945 coup and spent five years as a senator before regaining power.

UNSOLD COFFEE, being inspected in Rio warehouse, helped cause crisis. Exports to U.S. dropped from \$77.5 million in April to \$29.4 million in June.



STRONG MAN'S SUICIDE SETS BRAZIL ON FIRE



CONTROVERSIAL FIGURE, Carlos Lacerda, editor, was photographed by LIFE's Leonard McCombe as he recorded a broadcast in Rio hideaway, where

he was held by Brazilian air force to avert possible mob action. Shot in foot in assassination attempt, he helped provoke the crisis by anti-Vargas crusade.



STUNNED MOURNERS FILE PAST VARGAS' BODY LYING IN STATE IN CATETE PALACE. NOT CONDONING SUICIDE, THE CHURCH REFUSED HIM A CATHOLIC BURIAL

IN MIDST OF CRISIS PRESIDENT VARGAS SHOOTS HIMSELF AND TOUCHES OFF ANOTHER CRISIS

"I gave you my life. Now I offer my death," wrote Getulio Vargas sorrowfully to his 53 million countrymen last week. Then the stocky 71-year-old president, who for 18 years rode herd over Brazil's politics with the force and fury of his Gaucho upbringing, pressed a Colt pistol to his chest and shot himself through the heart.

Vargas' suicide capped a series of events that for weeks had kept Brazil on the brink of civil war. Unsold Brazilian coffee, boycotted by many U.S. importers after whopping price boosts this year, was stacked high in warehouses (left). In desperation Vargas recently offered the coffee buyers a better dollar exchange rate. To satisfy workers' demands at home before the fall congressional elections, he also doubled their minimum wage, sending prices as high as the mountainous piles of coffee at a time when a number of financial scandals were coming to light in his government.

In the middle of these woes an assassin's bullet, intended for an anti-Vargas editor, killed an air force major. As anti-Vargas Brazilians rioted (LIFE, Aug. 23), the air force demanded that Vargas quit, and the army, after some fence-sitting, also turned against Vargas. "I will never resign," vowed the president. But after a bitter all-night cabinet meeting he finally agreed to take a leave of absence.

Four and a half hours later he was dead, and now pro-Vargas mobs stormed Rio streets. Thousands of people, weeping and fainting, stood all night to glimpse Vargas' body (above). The Communists, bypassing Vargas' friendship with the U.S. and blaming his suicide on Washington, whipped up mobs to attack the U.S. embassy and U.S. firms. Before the violence subsided six rioters were dead and scores injured, but the threat of civil war seemed to have passed on with the rough-riding president.



SHOVING CROWD, military police in Rio try to clear streets after Vargas' body was flown from city. Soldiers finally resorted to rifle fire and tear gas.



CLASPING HANDS, a group of weeping mourners, backed up by soldiers, form a cordon to keep crowd from coffin at Rio's Santos Dumont airport.



SWINGING TRUNCHEONS AND RIFLES, SOLDIERS TRY TO SCATTER THE GRIEF-STRICKEN MOB FIGHTING



FALLEN MOURNER lies face down in a pool of blood in an empty lot near Rio's airport. He was caught in a frenzied mob of demonstrators and shot through the head by a stray bullet. Crumpled beside him on the ground is a Vargas portrait

he was carrying. More than 3,000 other mourners in Rio, unhurt in the rioting but overcome with grief, had to be given first aid. Ambulances with wailing sirens cruised up and down the streets looking for other victims of the mass hysteria.



TO TOUCH THE PRESIDENT'S COFFIN JUST BEFORE IT IS PUT ABOARD PLANE



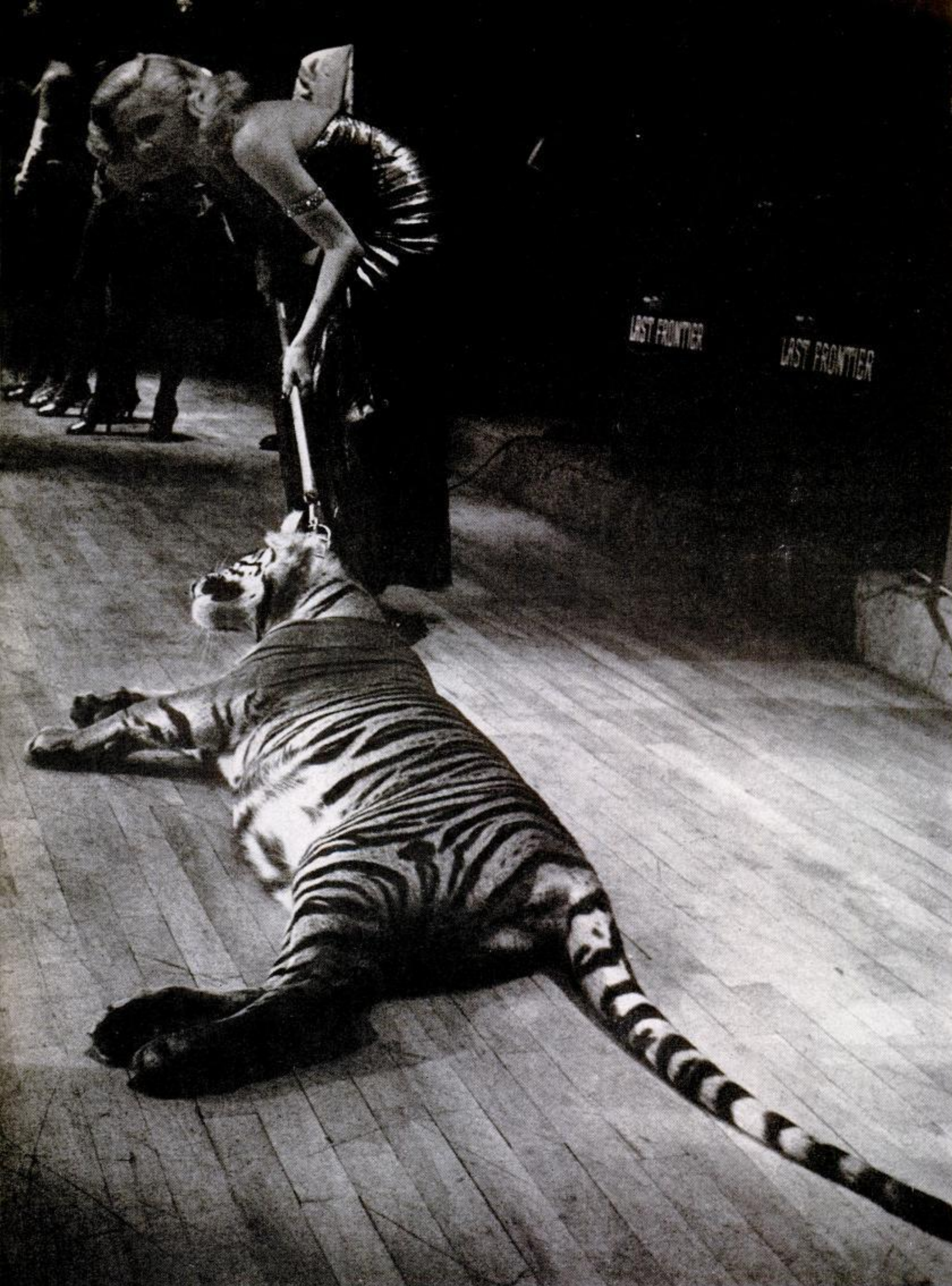
ACCUSED SON, Dr. Lutero Vargas (*left*), suspected but never proved guilty of plotting attempt on Lacerda's life, emplanes for father's funeral in São Borja. To his right is João Goulart, chief of Vargas' party and ex-president's closest friend.



VARGAS' FRIEND and war minister, General Zenobio da Costa (*left*), told Vargas he was still loyal but warned he was unable to control the army. He resigned but issued a bitter statement hinting another showdown was yet to come.



VARGAS' SUCCESSOR, João Café Filho, 55, whose name in English means Joseph Coffee Jr., as vice president frequently opposed president's totalitarian tactics. As congressman in 1937 he was exiled for a year for attacks on Vargas.



MARILYN MAXWELL URGES RECUMBENT TIGER TO PERFORM WITH HER ON LAS VEGAS NIGHTCLUB STAGE



MARILYN'S FOOT SHOWS CLAW GASH

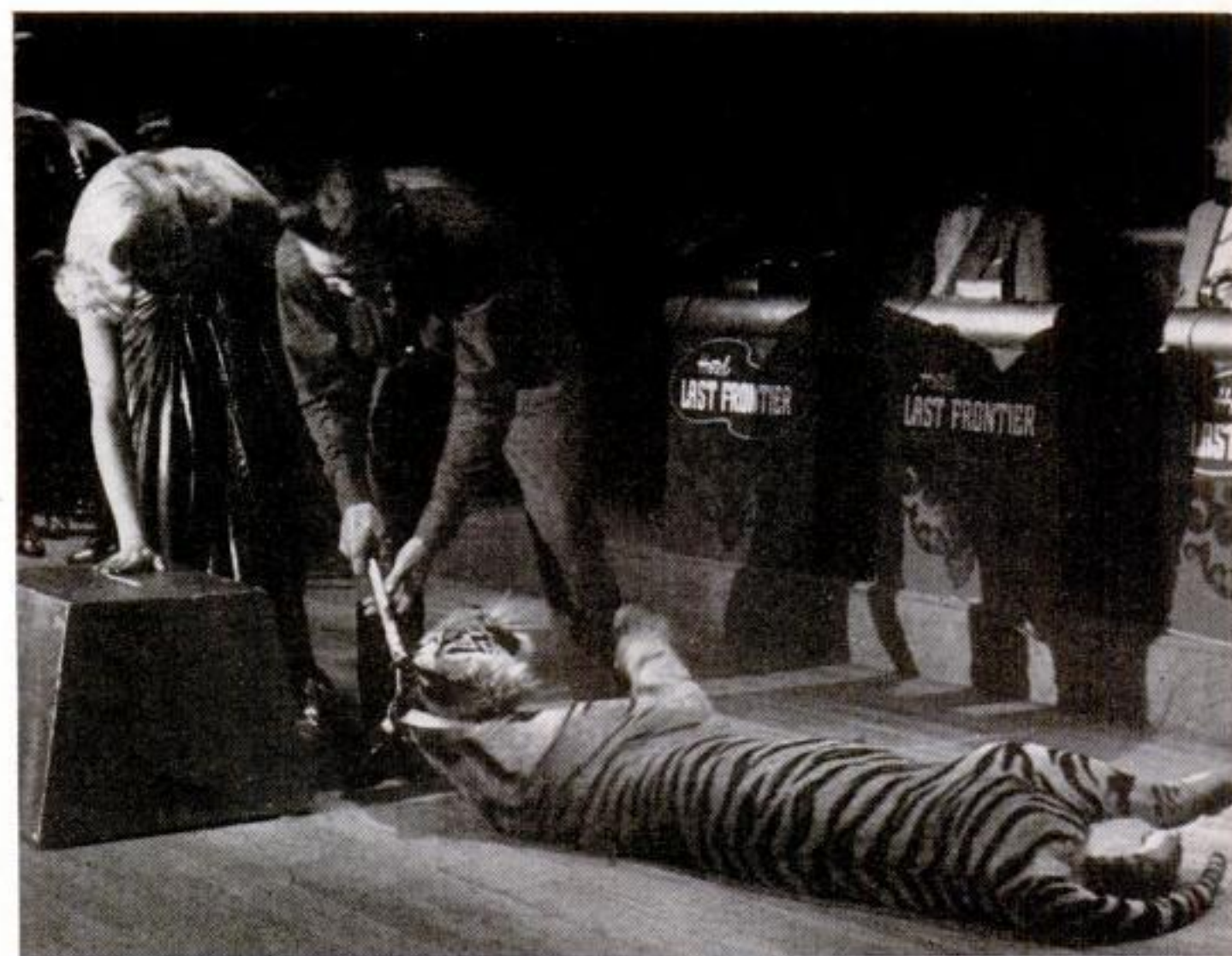
TAUNTED TIGER MARS MARILYN

Cat takes splash, makes gash

Last week a frisky and usually friendly tiger named Britches, imported from California, was booked with Movie Star Marilyn Maxwell in a Las Vegas, Nev. nightclub act. Stuffed with horse meat right before the show to calm her down, Britches made a reluctant stage entrance at the Last Frontier and tried to take an after-dinner cat nap. Prodded by a trainer and cajoled by Marilyn, Britches remained implacably drowsy and the act flopped. Next morning a press agent, eager to counteract Britches' bad notices, hustled Marilyn and her co-star to a pool where they were supposed to swim for the press. Again, Britches balked, but was finally dunked. In her panic to climb out, Britches gave Marilyn a deep and bloody gash (*above*) and was banished—disgraced and disgruntled—from the glamorous night life of Las Vegas.



TRAINER'S 12-YEAR-OLD SON COMES ON TO HELP HER COPE WITH BALKY BEAST



AS A LAST RESORT, TRAINER HIMSELF TRIES ROUSING TIGER WITH NO SUCCESS

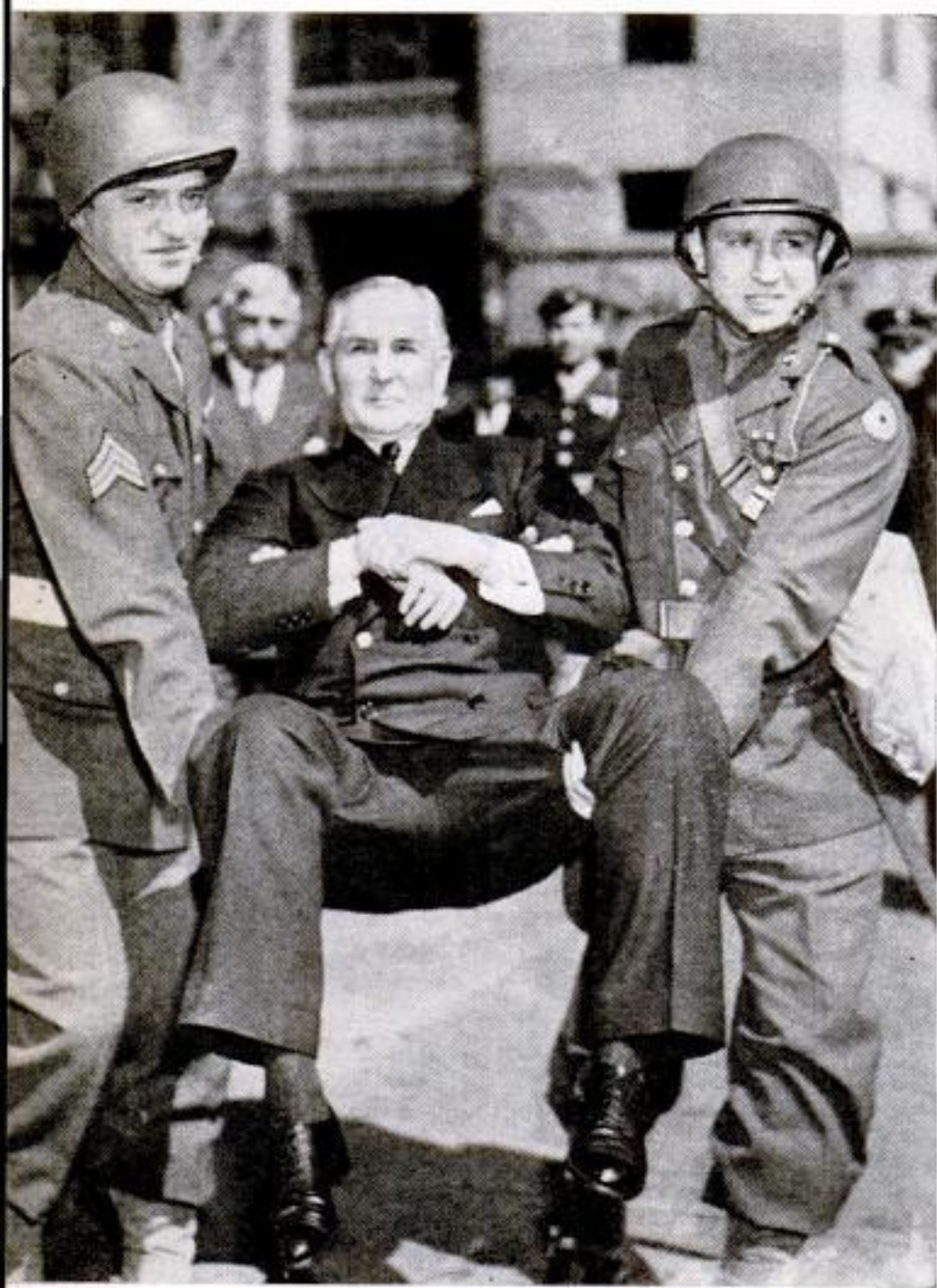


PRESS AGENT HEFTS TIGER BY TAIL TO MAKE HER JOIN MARILYN IN THE POOL DESPITE AVERSION TO WATER, BIG CAT FINALLY SWIMS AS MARILYN PRODS
CHURNING AROUND VIOLENTLY, TIGER MANAGES TO MAKE WAY OUT OF THE POOL, SPLASHING MARILYN AND CLAWING HER FOOT WHILE SCRAMBLING BY HER





WOLFSON BROTHERS, Sam (left) and Louis, were 12, 10 when Avery had headed U.S. Gypsum 17 years.



AVERY EVICTION followed Roosevelt defiance in 1944, when Wolfson had \$8 million sales in first venture.



STUBBORN CHAIRMAN, Avery by 1954 saw 40 vice presidents and six presidents come and go in 23 years.



CHALLENGER LOUIS WOLFSON PONDER'S NEWSPAPER REPORT OF HIS BID FOR CONTROL OF MONTGOMERY WARD

YOUNG THREAT TO AN OLD PRO

Wolfson, 42, tries to seize Montgomery Ward control from Avery, 80

Sewell Avery's rule of Montgomery Ward, noted for frequent crises, last week faced its most serious challenge since the crusty octogenarian became board chairman of the giant mail-order house 23 years ago.

The challenger was Louis E. Wolfson, 42-year-old son of a Russian immigrant. At the University of Georgia, Wolfson had been such an indifferent student that he didn't learn to spell the term *laissez faire* in his economics course. After college young Wolfson went to work in his father's Florida scrap iron business. But soon, in a succession of shrewd financial exploits, he parlayed an original \$10,000 borrowed in 1933 into control of a \$200 million empire of assorted enterprises ranging from Washington, D.C.'s bus line (a deal which survived two congressional investigations) to Merritt-Chapman

& Scott Corporation, a globe-girdling construction firm, and six other corporations.

Meanwhile the supercautious Avery, unwilling to spend money on expansion and incessantly prophesying a U.S. depression, saw Montgomery Ward's sales fall as its longtime rival Sears Roebuck bounded ahead to dominate the mail-order field. Last week, after three years of studying Montgomery Ward's ills and buying its largest block of stock, Lou Wolfson publicly declared his most ambitious plan so far. It is a nationwide tour to persuade 69,000 stockholders to vote Wolfson control of the company's billion dollar assets and \$300 million reserves at next April's stockholders' meeting. His promise: to put the company's vast hoard of idle capital to work and to inject new blood into its superannuated management.

Put your
breakfast
cares
behind
you!



*Everyone can choose the
cereal he wants when Kellogg's
Variety Pack's handy. Ten personal
packages, each a favorite. You can't miss!*

KELLOGG'S VARIETY PACK
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FRANKFORT DISTILLERS CORP., N.Y.C. BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS



IN LEGAL HUDDLE with Chicago lawyers, Wolfson (back to camera) and staff discuss his announcement of plan to gain control of Montgomery Ward.



FAITHFUL SECRETARY, Mrs. Monteen Tomberlin, went to work for Wolfson 20 years ago at 16. He says she has one of finest minds on his staff.



NEW STOCKHOLDER, Mrs. Jean Hackett, heard that Wolfson was buying Montgomery Ward, bought 100 shares. She tells Wolfson, "I believe in you."



2

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Florsheim makes it fit so marvelously
you'll want it both ways—on a slim high heel,
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\$14⁹⁵ to \$16⁹⁵ *a few styles
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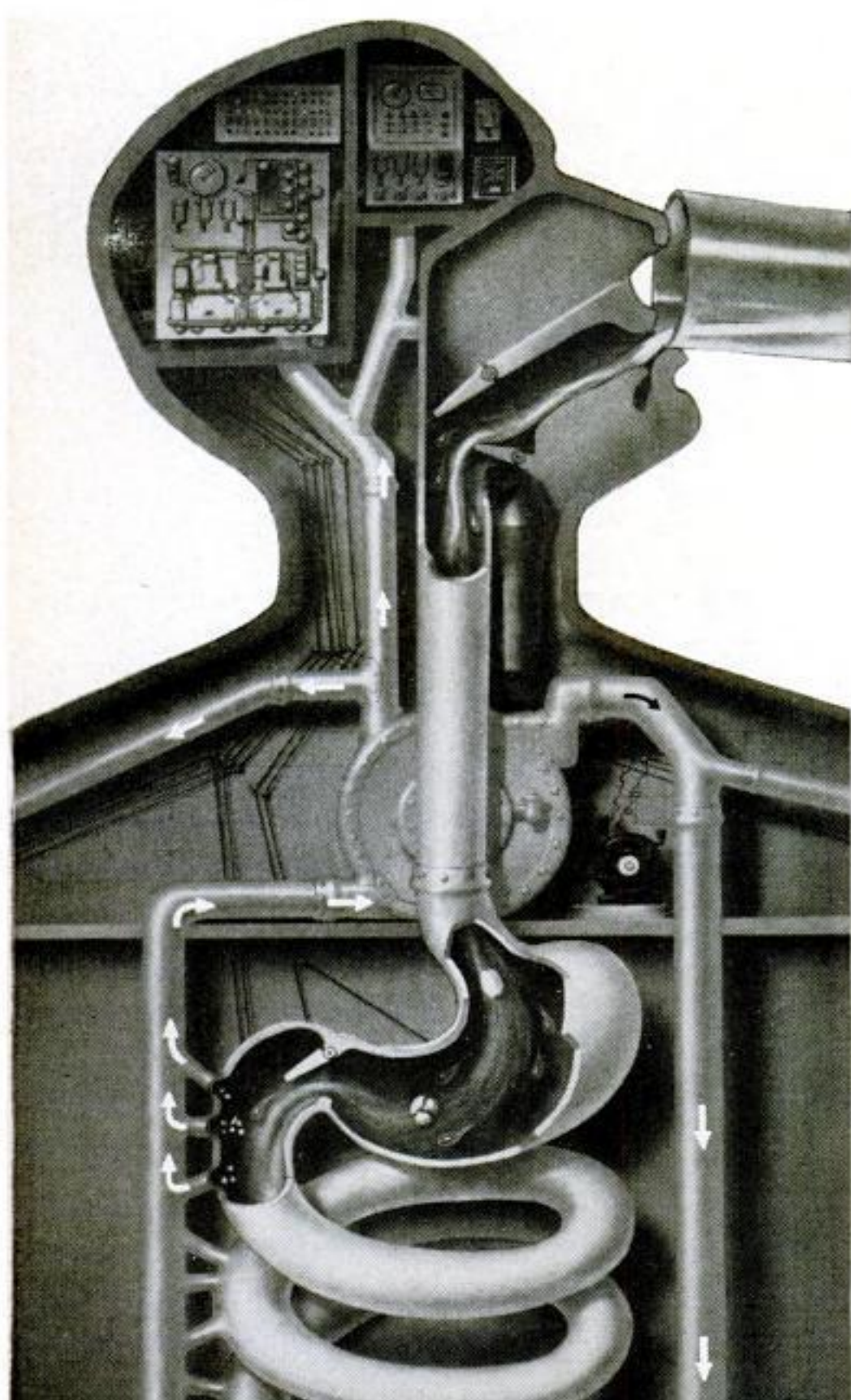
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Get fast pain relief with

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Acts twice as fast as aspirin!
Won't upset your stomach!



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2. Bufferin combines aspirin with two antacid ingredients which open the stomach valve and get the pain reliever into the blood stream *twice as fast* as aspirin.

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Bufferin is available
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Arthur Godfrey says: "Believe me, I know Bufferin works twice as fast as aspirin!"

Listen to the Arthur Godfrey Digest,
CES Radio Network, Friday, 8:30 P.M.



MOURNING FAMILY, De Gasperi's wife (*with glasses*) and three daughters, leave Rome church.

ITALY'S GRIEF —AND TRIBUTE

Nothing Alcide de Gasperi did during his eight years as premier of Italy united his faction-torn countrymen so much as did his death. Along the 400-mile route from Trento to Rome thousands of plain people jammed the way stations just to catch a glimpse of the special train which carried De Gasperi's body and his sorrowing colleagues. In Rome, Christian Democratic councilmen took turns standing an all-night vigil over the body. Next day, following a Mass in the Church of Jesus which even Communist dignitaries attended, a crowd stood 20 deep to see the mile-long cortege wind its way through the city as the bells of nearly 500 churches sounded a solemn requiem. Then Alcide de Gasperi was taken to the Basilica of San Lorenzo to rest in a company of other crusaders, medieval knights of the 12th Century.



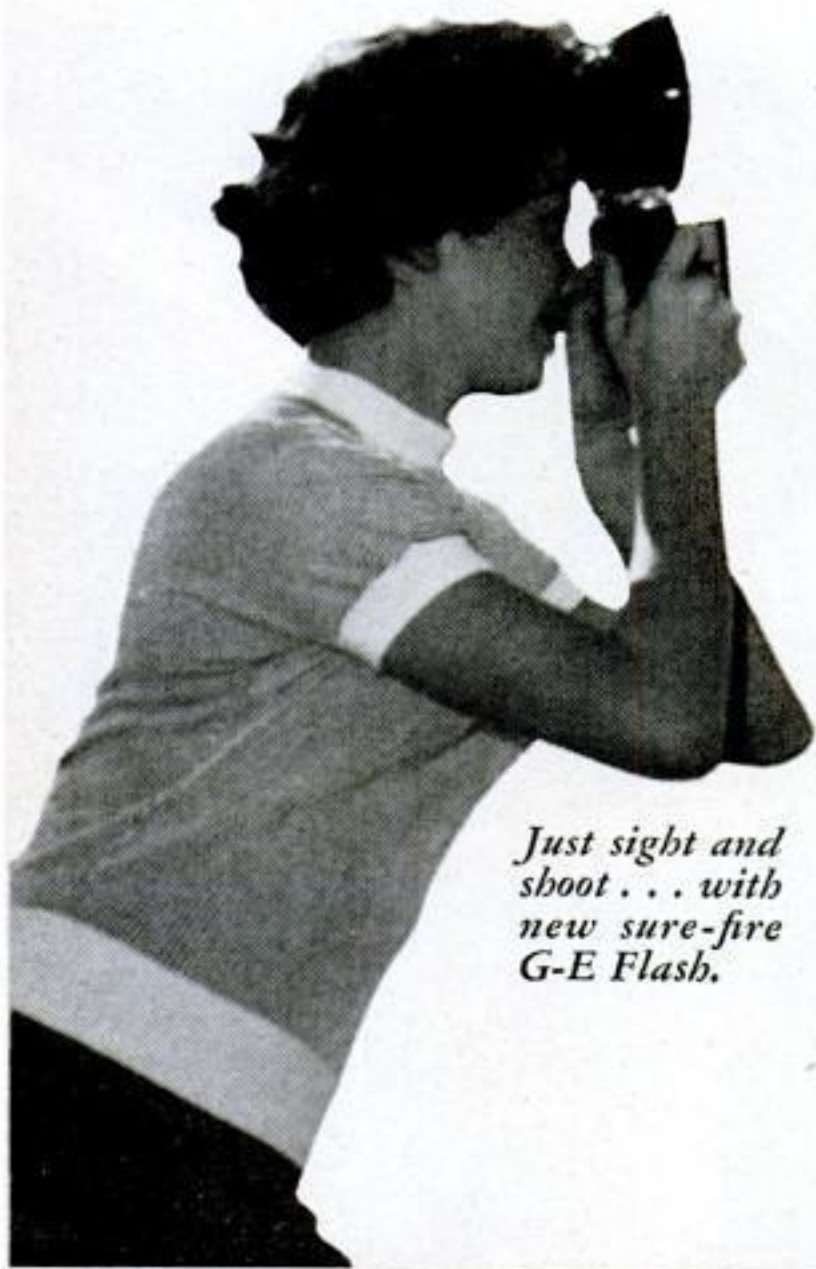
SORROWING PROTÉGÉ, Amintore Fanfani, gazes at mourning throng from aboard funeral train

en route to Rome. He was elected secretary-general of Christian Democrats when De Gasperi retired.

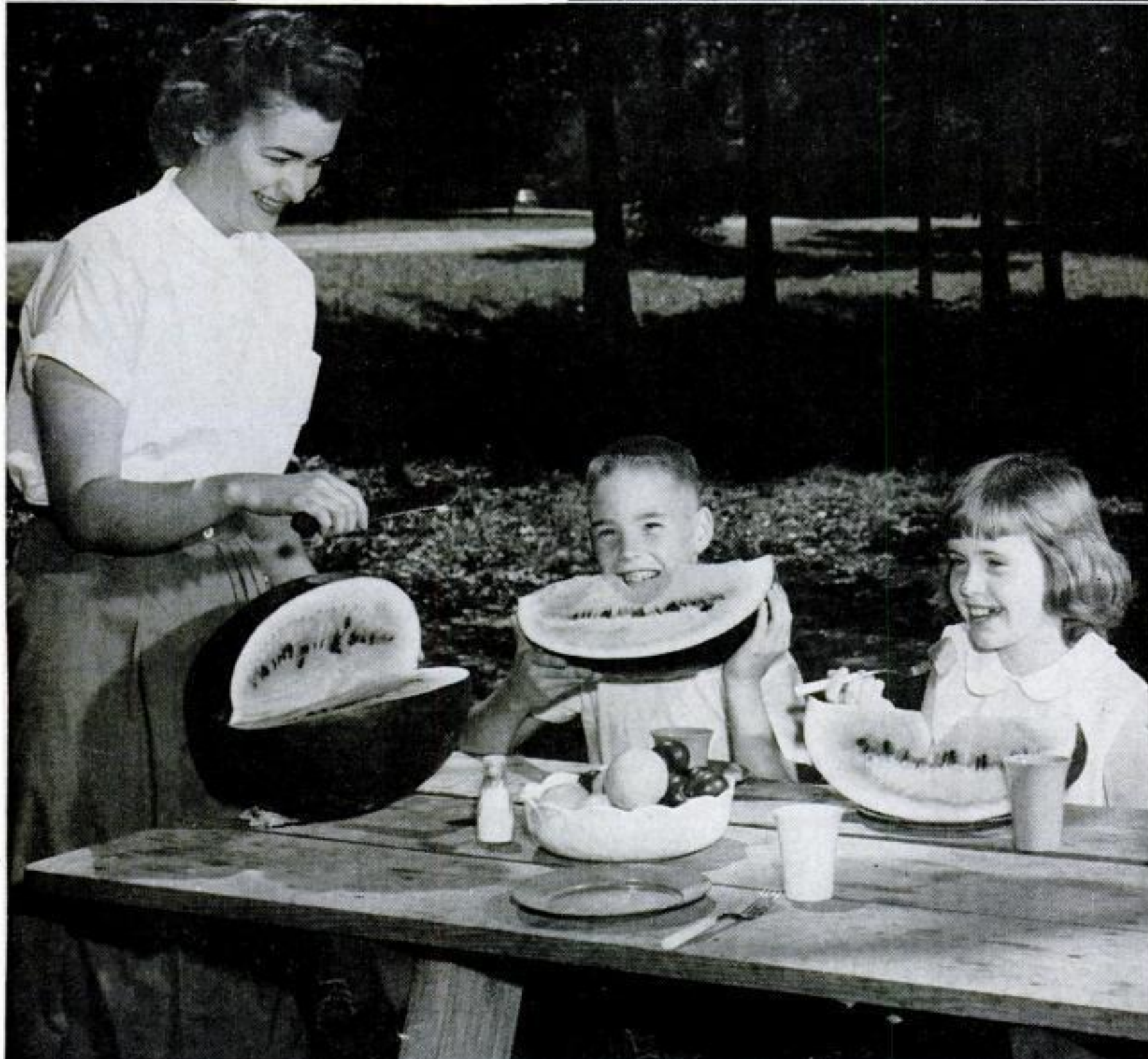
PEERING THROUGH STRAW MATTING WHICH PROTECTS A NEW BUILDING FROM WEATHER, ROMAN CONSTRUCTION WORKERS WATCH FUNERAL PROCESSION



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...to get pictures you want day or night!**



This week-end . . . and all through the year . . . you'll probably see some wonderful pictures to snap. Don't miss even one! Here's the simple way to make certain that you get them . . . use *new* sure-fire G-E Flash Bulbs.

For when the picture's important enough to call for camera and film, it's important enough to call for the light you need to get it.

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Don't just ask for "flash bulbs" . . . *ask for G-E Flash Bulbs!*

Try the exciting **NEW** General Electric M2 miniature flash bulb!

Gets good pictures . . . black and white, or color. Tiny size, but plenty of light for your snapshots!

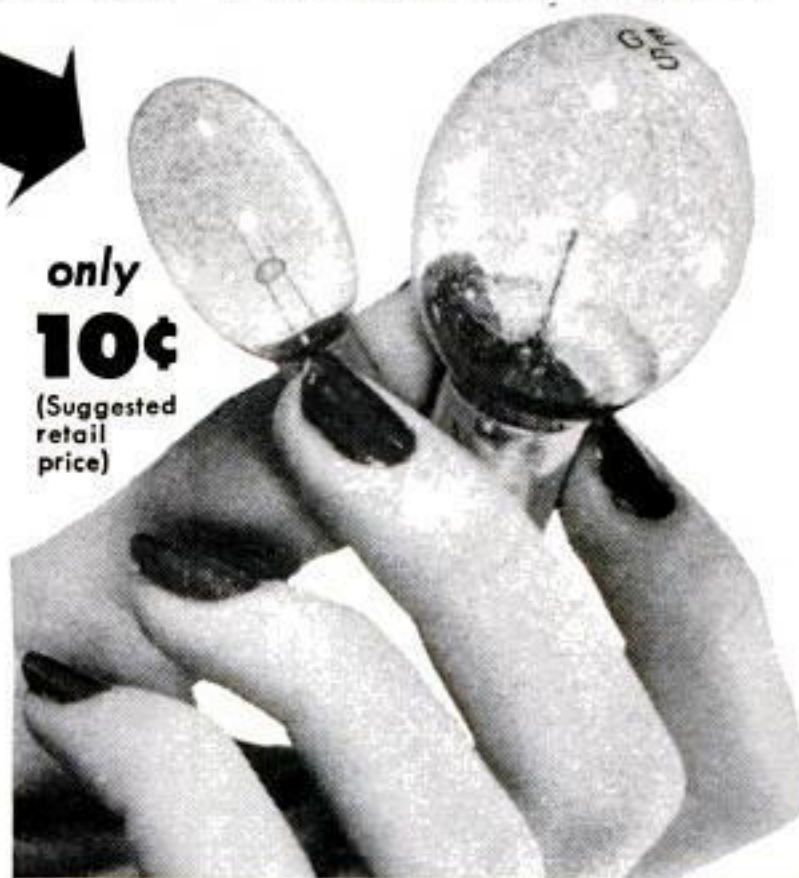
A dozen fit in your pocket . . . with hardly a bulge . . . so you're always ready with the light you need.

Easy to use in present outfits . . . low-cost adapter slips in readily. (New, smaller, more efficient reflectors are now available.) And the General Electric M2 has no pins—pushes straight in—pops out at a touch of the release.

And only 10¢ . . . you save from 30 to 48 cents in flashing a 12-exposure roll—when you flash with the M2.

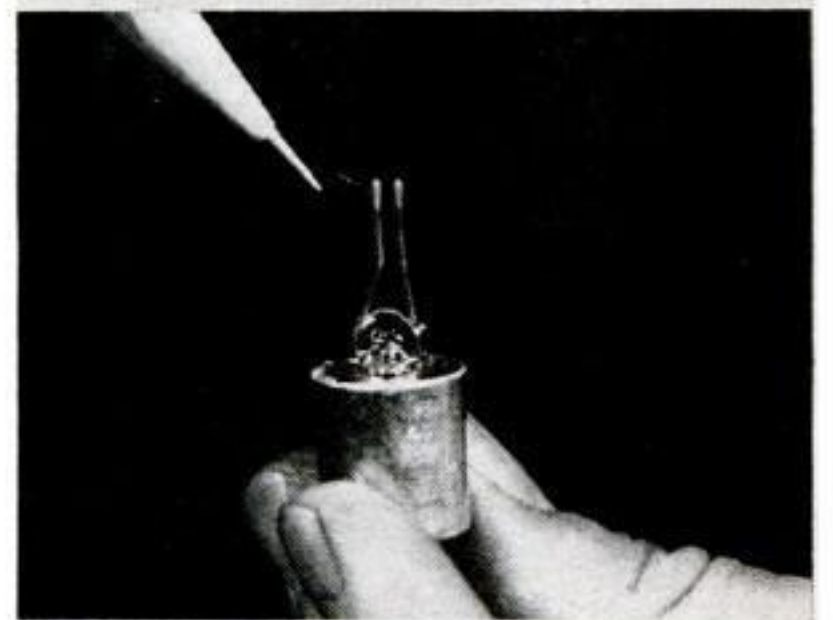
Try this latest development of General Electric lamp research today—you'll like it—and like your pictures!

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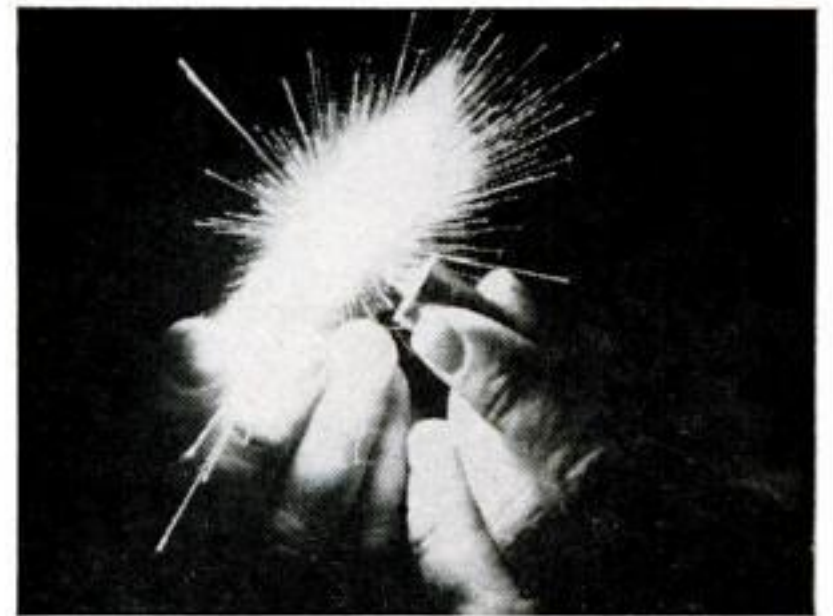


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***"I'm glad
I belong to
BLUE CROSS!"***



Says Mrs. N. Meinkoth, Professor of Economics, Philadelphia, Pa.



"I didn't see the 7-foot drop. We were hurrying down a hill near Crum Creek, where we were having the picnic. Next thing I knew, I had tumbled over. My ankle was all twisted, and the pain was terrible. They gave me first aid—then rushed me to the hospital. My Blue Cross card was presented at the desk."



"I spent 27 days in the hospital. The fracture couldn't have been much worse. And the hospital bills, with operating room, casts and dressings, could have been painful, too. But Blue Cross handled things beautifully. All this made me realize how wonderful Blue Cross is in our community. I'm glad I belong."

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Hospital bills come suddenly—usually when you can least afford them. Yet they needn't force you to borrow or use up money laid aside for other purposes. Today, the protection you want and need is easily obtained by joining Blue Cross. 46 million Americans have this simple, effective safeguard.

The hospital care you need! Helping you get required care rather than dollars is the primary aim of Blue Cross. You are assured *all* the basic hospital services, plus many of the costly extras. You choose the hospital and simply show your Blue Cross card when you go in. Blue Cross handles details directly with the hospital. You don't even have to file a claim.

Only a few cents a day provides Blue Cross protection for your *entire* family, even though benefits might total thousands of dollars. The Blue Cross Plan in your community is locally sponsored by citizens and the hospitals. So the costs to you, as well as benefits, are adjusted to fit local needs and conditions.

A nonprofit organization. That's why Blue Cross provides such extensive protection at low cost. Every penny paid in as dues, except for small administrative expenses, is set aside to pay for hospital care.

Blue Cross is the continuing safeguard. As an individual you will not be dropped for making frequent use of Blue Cross benefits. You may still belong—even when you change jobs or retire. Arrangements may be made through your local Plan.

Blue Cross offers the kind of protection families need and use most. Last year alone, people belonging to Blue Cross received over \$675,000,000 in actual

hospital services. Here is today's dependable, proved way to eliminate one of life's biggest worries.

How to join. Ask your employer about enrollment. Or get in touch with the Blue Cross office listed in your phone book. Rural families in many states can join through their local farm organizations. Full information may also be obtained without obligation (no salesman will call) by writing Blue Cross Commission, Dept. 109, Chicago 11, Ill.

**Let BLUE SHIELD
help you with doctor expenses!**

In many hospitals, records show, surgery is required in 3 out of every 4 cases. Blue Shield pays generous amounts on hundreds of surgical services...helps you meet medical and maternity expenses. Sponsored locally by doctors and other citizens, Blue Shield is *not for profit*. 29 million people have this protection.



**NONPROFIT...NATIONWIDE...
THE ONLY ORGANIZATION FOR
PREPAYMENT OF HOSPITAL
CARE OFFICIALLY APPROVED
BY THE AMERICAN
HOSPITAL ASSOCIATION**

Service mark registered by American Hospital Association



The Traveler's Friend NCB TRAVELERS CHECKS

They're a welcome sight everywhere — readily accepted like cash. You'll never be stranded without travel funds if you carry safe spendable National City Bank Travelers Checks. If they are lost or stolen, you get a full refund. Good on any continent in any ocean. Cost 75¢ per \$100.

Buy them at your bank.

The best thing you know
wherever you go

NATIONAL CITY BANK TRAVELERS CHECKS

Backed by The National City Bank of New York
Member Federal Deposit Insurance Corporation



GOULD-NATIONAL Batteries, Inc.
SAINT PAUL 1, MINNESOTA

LIFE ON THE NEWSFRONTS OF THE WORLD

A 'bill of particulars' from Senator Potter, an Arctic conquest, a traffic jam in Venice

With the Republican majority report on the Army-McCarthy hearings about to be published, Washington newsmen learned of a strong post-script attached to it by Senator Charles Potter of Michigan. That the report was at all critical of McCarthy was due to Potter's insistence and to Republican desire for unanimity. In the wake of its gentle chiding Senator Potter added a few conclusions of his own:

He found that, though McCarthy knew of Roy Cohn's unrelenting and harassing efforts to obtain favors for Schine, he did nothing to dissuade him and thereby "gave the strength of sanction to them." He also found that Secretary Stevens "showed a lack of competency in this matter which at times suggested bewilderment."

In conclusion he added: "I disagree with Senator McCarthy on his invitation to government employees to initiate leaks of classified material to him. . . . Taken literally, response to this invitation could wreck the entire security system and result in chaos and anarchy."



SIGN OF THE "PACHUCO"

On the West Coast during World War II, zoot-suit gangs began sporting a tattooed cross on the hand. The sign meant membership in a terrorist group called the "Pachuco." Apparently dormant after the war, the Pachuco turned up when 175 airmen with "unexplained tattoos" were discovered at Chanute Air Force Base in Illinois. The Air Force set out quietly to investigate.

Decision in Texas

On Saturday, Texas voted on a Democratic nominee for governor, a man certain to overcome Republican opposition in November. In their runoff primary voting the Democrats chose between incumbent Allan Shivers, who led his followers into the Eisenhower camp in 1952, and Ralph Yarborough, who stayed "regular" then and tried to make the most of it in 1954. On Sunday, Texans and national politicians who watched the furious campaigning in the final hot days (LIFE, Aug. 30) learned the results: Shivers won by a comfortable margin.

Ever since the days of Henry Hudson, navigators have been seeking a northwest passage through the frozen waters of the Arctic Ocean and into the Bering Sea and the Pacific. Last month two U.S. icebreakers made it while conducting a U.S.-Canada oceanographic survey of the strategic region.



NAVY ICEBREAKER "BURTON ISLAND" ON ITS ARCTIC PASSAGE

CONTINUED ON NEXT PAGE

For larger cuts,
burns, abrasions...



use the dressing
your doctor uses...



because it's sterile
at the moment of use



Sealed in
individual
envelopes

Apply with
Red Cross Adhesive Tape

Johnson & Johnson

No connection whatever with American
National Red Cross

How much do you think a Hamilton costs?

Some people respect Hamilton watches so much they do themselves a disservice. They *think* they can't afford one—and never discover they can own a Hamilton for only \$57.75 or a Hamilton Illinois for as little as \$33.95. Thus they miss a wise investment. A Hamilton is built to serve faithfully for a lifetime. Its mainspring is *guaranteed* unbreakable. In the end, it costs less to own a Hamilton than a so-called "bargain" watch.

It means
so much more
to give—or get—a

Hamilton

GLAMOUR "E," 2 diamonds, \$89.50; NEWTON, \$71.50. Prices include Federal tax.



FREE: Color folder of 1954 watch styles. Send name and address to Dept. L-31, Hamilton Watch Co., Lancaster, Pa. ©HWC.

NEW!

Pot Pies Sealed in Cans

Completely enclosed
in flaky pastry—
just open and bake.

2 to 3 delicious servings.

Keep indefinitely on
pantry shelf.



Old-fashioned two-crust pie with the full flavor of delicious chicken or lean, tender Kansas City beef—with choice vegetables and rich gravy, between flaky pastry. And look, there's even a *third* serving!

First "no freezing" pie that requires no refrigeration whatever! Stacks easily on the pantry shelf—goes with you on trips, too. Ready to enjoy—any time!



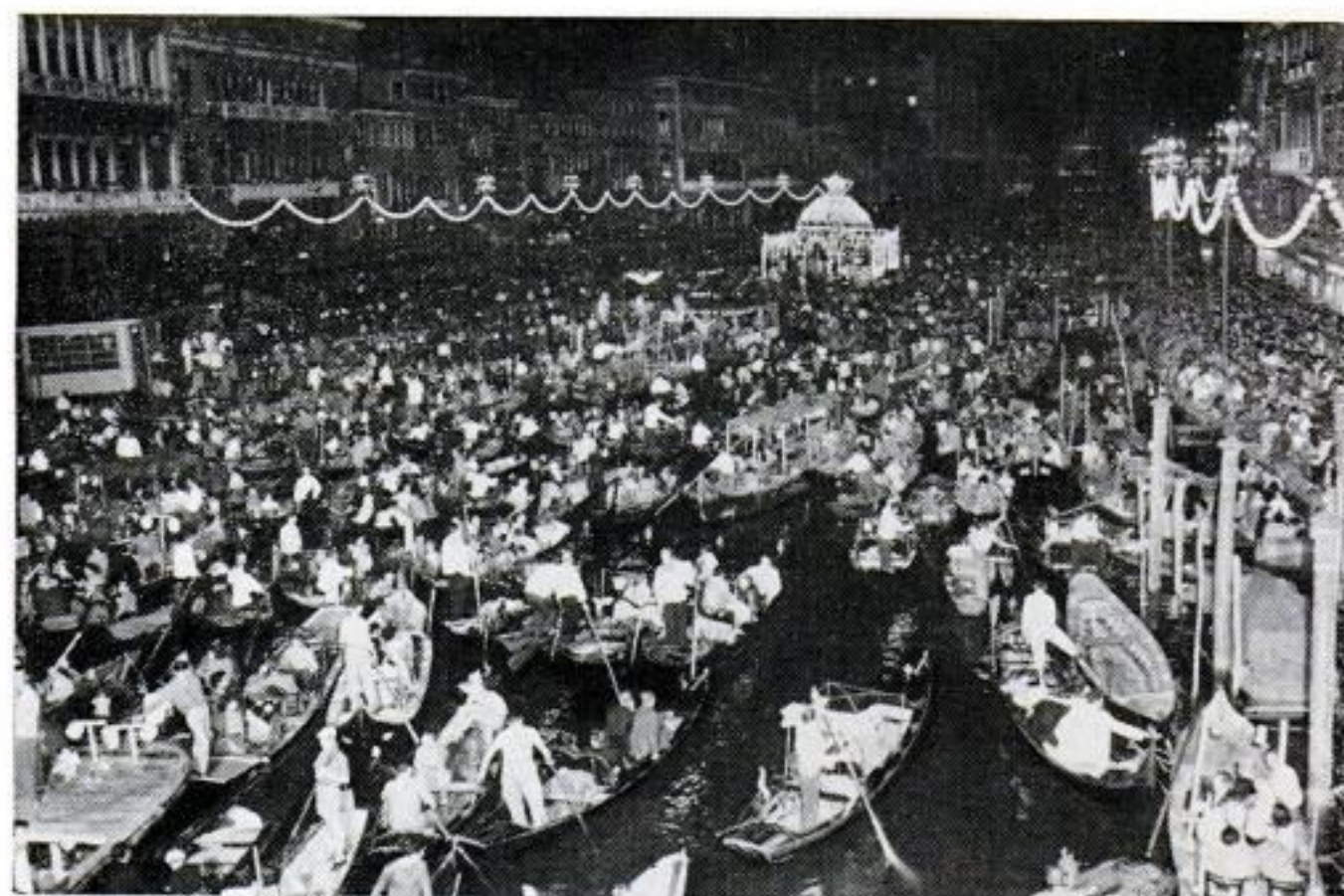
First time ever a fine home-style pot pie came to you in a can! All you do is zip off the lid and pop in the oven.

Dinner Time
POT PIES
PATENTS PENDING
CHICKEN OR BEEF

Trenton Foods, Inc., Kansas City, Mo.



NEWSFRONTS CONTINUED



GONDOLAS JAM TOGETHER ALONG VENICE'S GRAND CANAL

Venice's Grand Canal, where gondoliers normally paddle their boats at leisure, last week went from love duets to comic opera. To observe the Festival of Light, thousands of tourists and Italians hired every boat available and rocked past the canal's brilliantly illuminated buildings. The result was an unromantic gondola gum-up.

Defection in Berlin

For the most recent round of the new political game, Defectionists' Delight, more players were on hand last week, a member of the West German parliament went East to charge the U.S. with a secret plot for the massive rearmament of West Germany. Then a Berlin track star legged it eastward after a quarrel over his expense account, explaining that he wanted to be "free from worries about my daily bread." He may have passed Wilhelm Prinz, a high-ranking Communist leader, who trotted into the Western zone saying, "the jackboots of the Soviet MVD and the SED have trampled me back to democracy."

Familiar faces in funnies



Y. Y. CRAGNOSE

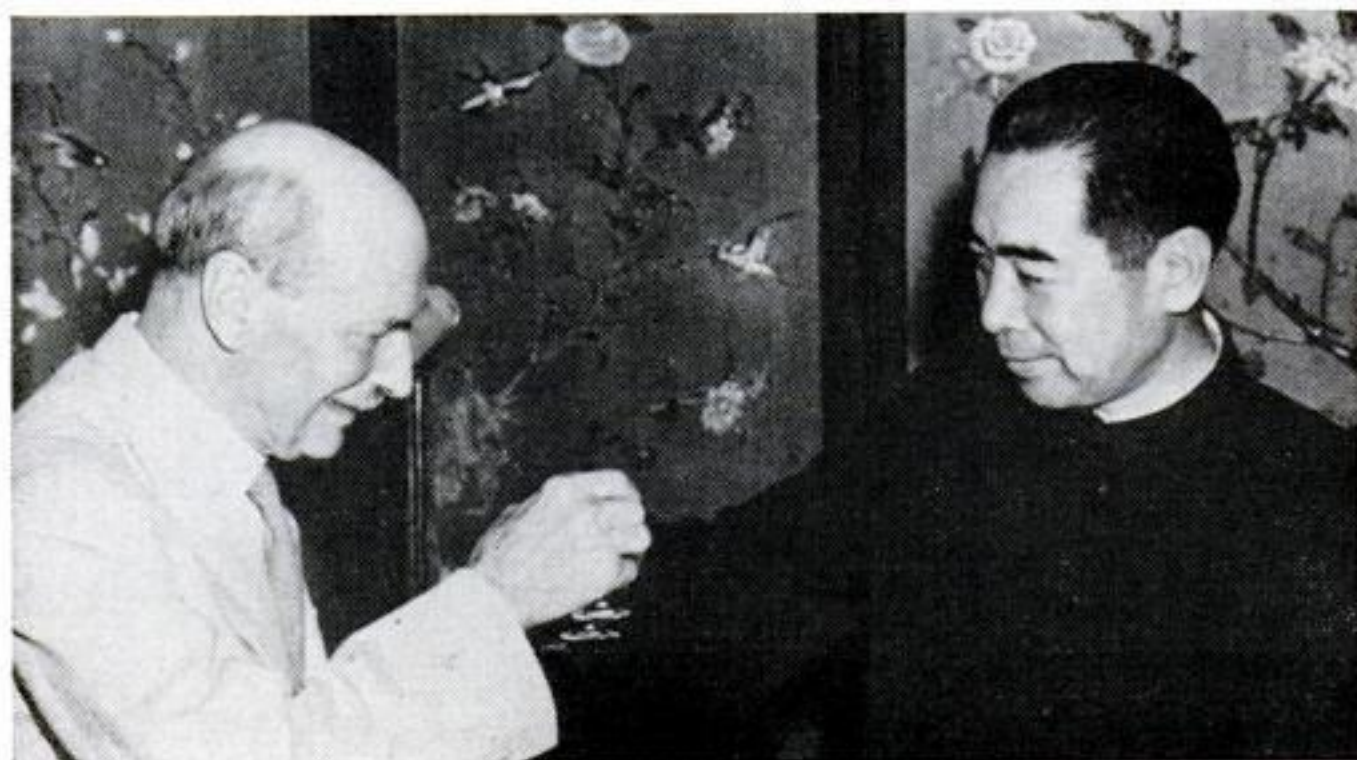
Among the most pungent satirists of the 20th Century are Comic-Strip Artists Al Capp and Walt Kelly. In Capp's *Li'l Abner* a gravel-faced district attorney named Y. Y. Cragnose turned up recently, looking like Ray H. Jenkins. And in Kelly's *Pogo* strip occasionally appears a leering



S. J. MALARKEY

lynx known as Simple J. Malarkey, who resembles Joseph R. McCarthy. Last week two Kelly strips were rejected by the anti-McCarthy Providence, R. I. *Journal*, which preferred its opinions on the editorial page. Said Kelly, "In this country everyone, cartoonists and politicians included, has the right to be funny, exalted or a damn fool."

British Laborite Clement Attlee and Red China's Premier Chou En-lai clicked glasses last week and smiled cordially during a reception in Peking. Later Attlee was urged by China's Mao Tse-tung to resist the U.S.-backed Southeast Asia Treaty Organization. Attlee listened attentively but didn't commit himself.



CHOU EN-LAI AND LABORITE ATTLEE DRINK A CORDIAL TOAST

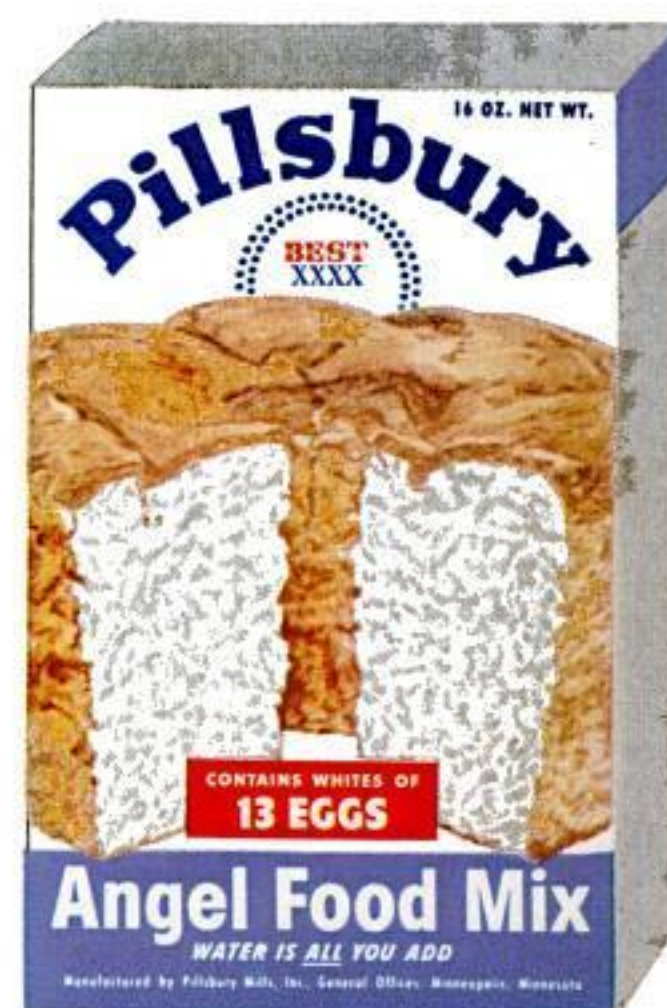


*Hard to believe, maybe—but
now even higher, lighter,
more delicate than ever!*

**This is
the full
13-Egg
Angel Food
Cake Mix**

The whites of
13 country-fresh eggs
are right in the mix
(*Water is all you add*)

New! Pillsbury
Angel Food Cake Mix



DEDICATED TO AMERICA'S DEFENSE



REFUELING IN MID-AIR A SAC B-47 APPROACHES BOOM, EXTENDING FROM TAIL OF BOEING KC-97 "FLYING TANKER."



SAC FLIES A MISSION

**Strategic Air Command Maintains Peace with Hand-picked Men,
600-MPH Boeing Bombers Powered by G-E Jets**

One of the great powers that deters enemy aggression is the Air Force's Strategic Air Command. For aggressors know that in case of attack on this nation, SAC is ready to deliver the counterblow which can, in Air Force words, "destroy the enemy's means and will for making war." Thus SAC is at the heart of our defense. Our lives, our freedom may some day depend upon its success.

SAC's success depends upon the competence of its men and reliability of its equipment. To achieve the former, the Air Force hand-picks its men, gives them up to nine years intensive training, keeps them constantly alert by "fire alarm" simulated bombing missions.

SAC's planes, engines, electronic equipment

are the joint responsibility of the Air Force and the manufacturers who produce them. The top performance of the six General Electric J47 jet engines, which power SAC's Boeing B-47 bombers, and much other equipment of a classified nature, is the result of years of teamwork between Air Force and G-E specialists.

So carefully engineered is the J47, it actually operates longer than piston engines between overhauls, is easier to service and maintain. With mid-air refueling, these engines power the B-47 for as long as 20 hours at a time—covering a distance equivalent to halfway around the world—at speeds in excess of 600 mph. Yet, the jets must be capable of being so smoothly controlled that the B-47 can fly linked together with a flying tanker miles above the earth.

G.E. built the first American jet engine 11 years ago, and since that time has produced more jet engines than any other company in the world. In making this contribution to U. S. defense, General Electric has built new plants, trained thousands of specialists, and in many cases pulled top engineers and scientists off other important projects so that their thinking might be utilized to the country's best interest.

General Electric is proud that it shares the Air Force's grave responsibility: that of keeping peace and keeping America free. *General Electric Company, Schenectady 5, N. Y.* 230-28

ENGINEERS: G.E. constantly adds to its staff of engineers and scientists. If you have a background of successful engineering, and are not in defense production, send your qualifications to Technical Personnel Service Dept., Section B, Schenectady 5, N. Y.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



SIX NEW G-E JET ENGINES are being installed by skilled maintenance crews in this Boeing B-47. Often B-47s fly more than 600 hours before a single engine is changed. G-E research and development have doubled life of engines, saving taxpayers over \$100,000,000.



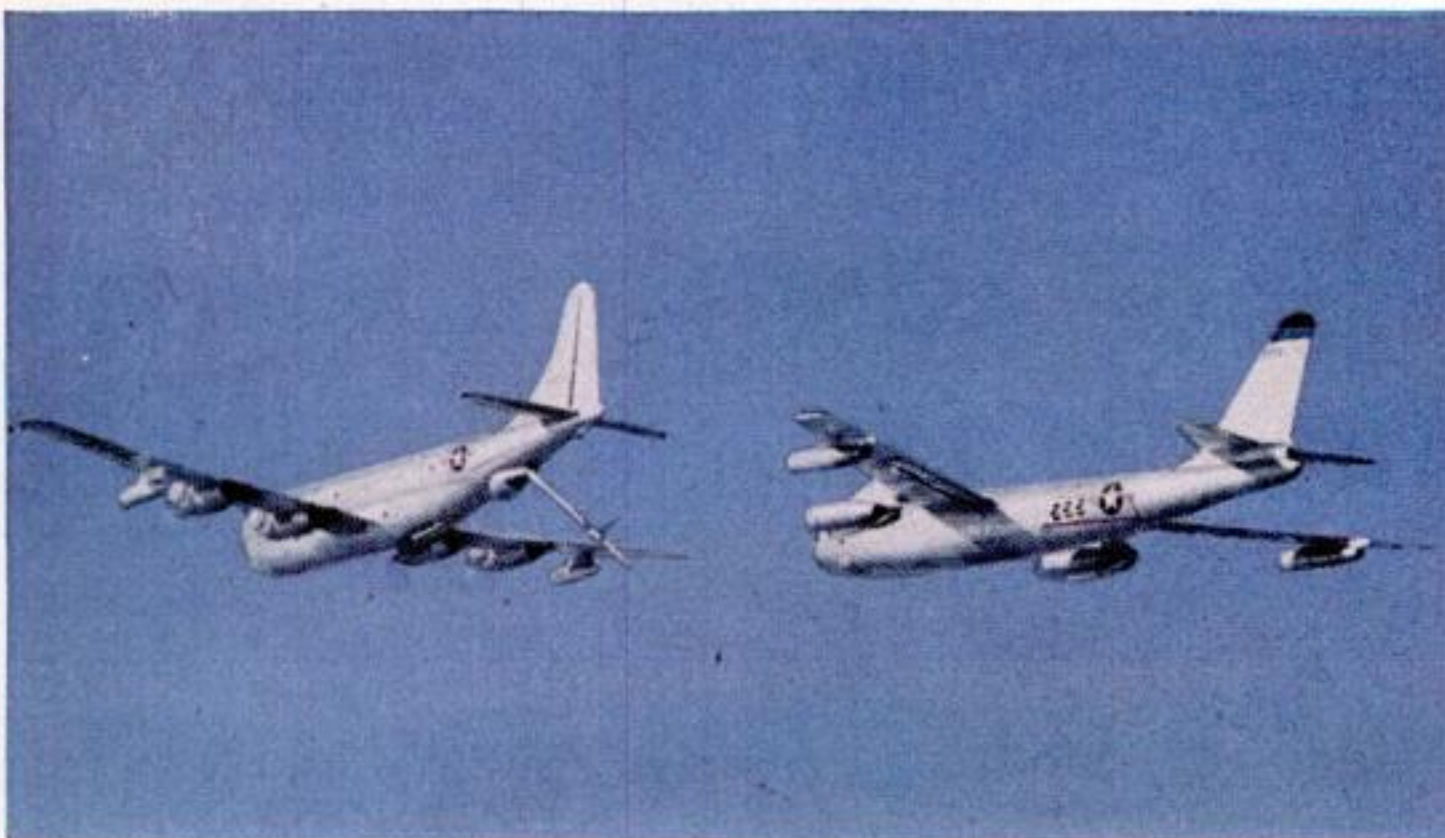
TARGET FOR TODAY is the subject of an intensive briefing session between B-47 and tanker crews. All of these SAC men are carefully screened for their important jobs, many are highly trained in not one, but in several different intricate operations.



PILOT LOOKS UNDER THE HOOD, with his co-pilot and maintenance chief. More than 300 separate items on plane are carefully checked before the bomber may take off. Jet engines get rigid inspection, must be in perfect order before pilot will sign check-out sheet.



TAKE OFF! With powerful jets roaring, the 92-ton bomber skims down the runway. At approximately 135 miles per hour, it clears the ground, climbs swiftly to flight altitude. Superb pilot training plus natural coordination and skill make this difficult performance look easy.



FILL 'ER UP! Refueling in the air enables SAC planes actually to fly around the world non-stop. As pilot keeps his eye on the tail of the flying "gas station," a Boeing KC-97, the refueling boom neatly spears the opening in the B-47. Fuel for the six jet engines is pumped



under pressure at about 600 gallons per minute. Absolutely smooth operation of engines and equipment makes this one of the most fabulous trapeze acts on earth. With tanks full, the B-47 can proceed to its target, drop simulated bombs, refuel in mid-air, and return home.



HOME FOR DINNER! The B-47 saves its brakes with a huge parachute, which it pops after landing. Now crew must report fully on flight, operation of equipment, success of mission. SAC crews travel all over the world, spend 90 days or more each year in foreign countries. To the alert young, college or high-school graduate, the United States Air Force offers one of the most satisfying, rewarding careers possible.

▶▶ **Are you willing to wait
when there's
no crossing gate?**

It can help you save up to 40% on auto insurance!

*Read how careful drivers get top-notch
protection at rock-bottom rates with*

STATE FARM MUTUAL

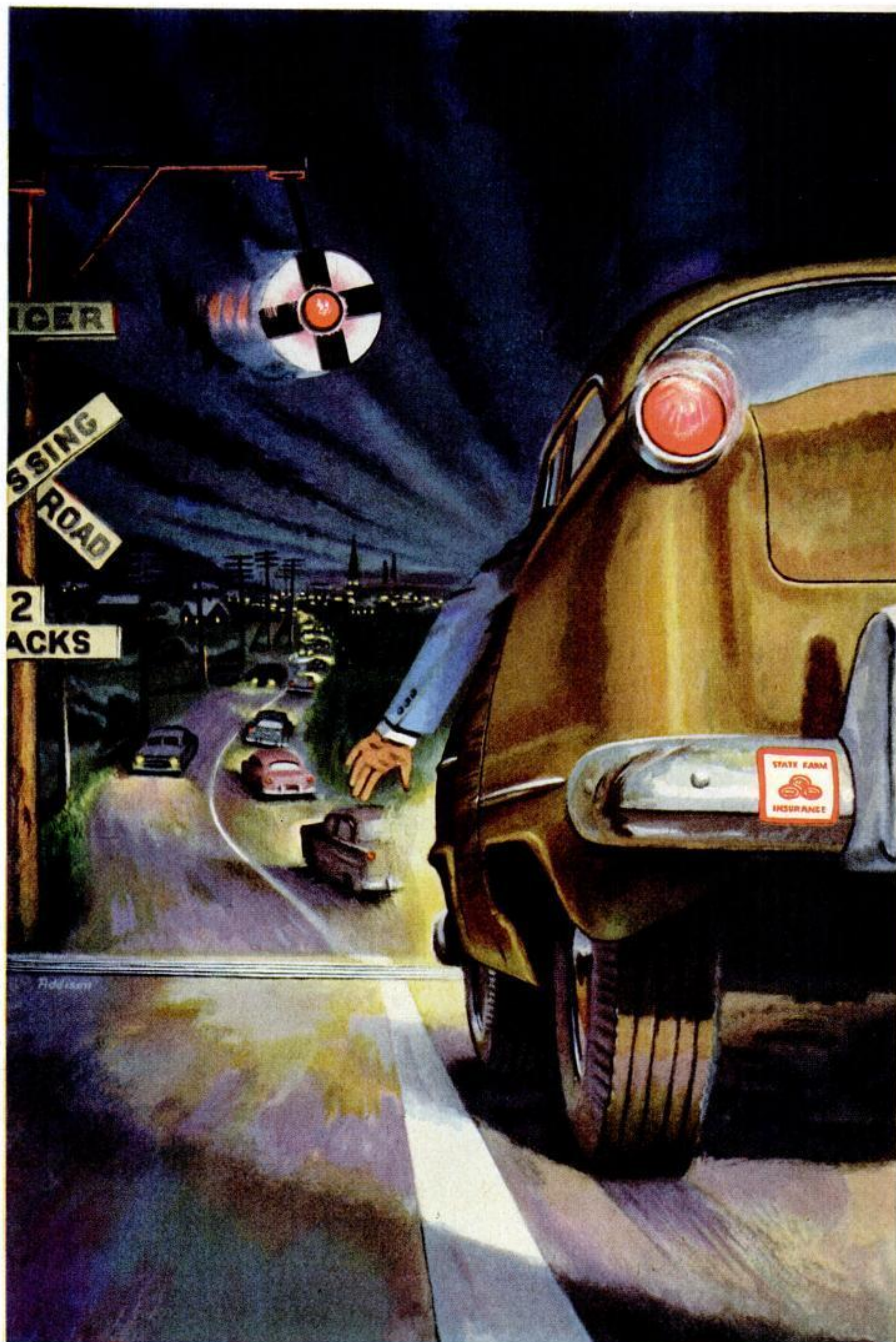
The picture (and the table below) gives you some idea of what State Farm looks for in a "careful driver."

If our description fits you, you are invited to apply for our famous "careful driver insurance" . . . and save up to 40 percent!

This kind of saving is possible because we deliberately aim to insure *only careful drivers*. Careful drivers cost less to insure. We pass the saving right back to our more than 3 million members in the form of *low rates*.

Your State Farm Mutual agent will gladly quote you dollars and cents, and tell you about the other benefits of State Farm insurance. The convenience of semiannual payments, for example. Or the speed and efficiency of State Farm claim service, which is handled by our own 7,000 agents and 700 claim expeditors.

To find your nearest agent, look under "State Farm Insurance" in the yellow pages of your phone book. Or, write to State Farm Mutual, Dept. C-14, Bloomington, Illinois.



Can You Qualify?

*State Farm aims to insure
careful drivers only. Drivers
who can be counted on to:*

- ☐ Heed crossing signals
- ☐ Be alert for emergencies
- ☐ Make full stop at stop signs
- ☐ Obey speed laws
- ☐ Always signal stops and turns
- ☐ Avoid passing on hills or curves
- ☐ Avoid mixing alcohol and gasoline
- ☐ Yield pedestrians the right of way

STATE FARM MUTUAL

"the careful driver insurance company"

State Farm Insurance is written only by the
State Farm Mutual Automobile Insurance Co.
and its wholly owned affiliates:

State Farm Life Insurance Company
State Farm Fire and Casualty Company



FREE TO MEMBERS!

Ask your agent for your new State Farm insignia (like above) in bright red headlight-reflecting Scotchlite. Display it proudly on left rear car bumper to identify yourself as "careful driver, soundly insured" . . . to provide emergency reflection when parked or if taillight fails.

Home office: Bloomington, Illinois. Field claim offices in 325 principal cities. 7,000 agents in 40 states, District of Columbia, and Ontario, Canada

Hear "Jack Brickhouse Sports News" Saturdays and "Cecil Brown News Commentaries" Sundays over Mutual Stations. Check local radio listings.



IN A NIGHT TEST A SUPPRESSOR-EQUIPPED WING (RIGHT) MERELY GLOWS WHILE AN UNEQUIPPED WING EXPLODES AS INCENDIARIES RIP INTO FUEL TANKS

WET BLANKET FOR AERIAL BLOWUPS

A tiny electronic device protects planes in combat from explosions caused by bullets in fuel tanks

One of the disasters an airman fears most during combat is getting a hit in his fuel tank. Many U.S. planes shot down in World War II fell to earth flaming bonfires when bullets exploded the volatile fumes in their wing tanks. To overcome this hazard a new electronically controlled device has been perfected by Republic Aviation and the Electronics Corp. of America which suppresses explosions before they start (*above*). The explosion suppressor is mounted inside the fuel tank (*next page*) and consists of a photoelectric cell detector and an explosive capsule containing

liquid carbon tetrachloride, a common fire extinguisher. When a bullet crashes into the fuel tank, heat waves from the incipient explosion strike the detector, which electronically detonates the capsule, flooding the fuel tank with a moist blanket of carbon tetrachloride and snuffing out the explosion. Used in conjunction with a fire-suppressing system for the rest of the plane, the explosion suppressor has proved so effective that the Air Force plans to install it on the new jet F-84F Thunderstreak fighter-bombers which the U.S. plans to deliver to NATO forces.

GET Better Shaves USE Fewer Blades!

because all 3 **MENNEN SHAVE CREAMS**
wilt toughest whiskers extra soft!



Want easier shaves? More comfortable shaves? Closer, long-lasting, more economical shaves?

Then you want one of the 3 great Mennen Shave Creams — Lather, Brushless, or Lather Menthol-Iced. No other shave creams give you such shaving comfort — and this big bonus: they actually make razor blades last longer!

Even the best razor blades get dull quick if they must cut tough, unsoftened whiskers. But the special beard-

softening action of Mennen Shave Creams makes soft work for any blade — keeps blades sharp longer!

PROVE IT—AT OUR RISK!

Buy a tube of Mennen Shave Cream today. Test how many good shaves you get per blade. If you don't get more good shaves per blade with Mennen than you are getting now, mail us the unused portion of the tube — we'll refund your money in full.

THE MENNEN COMPANY, MORRISTOWN, N. J.

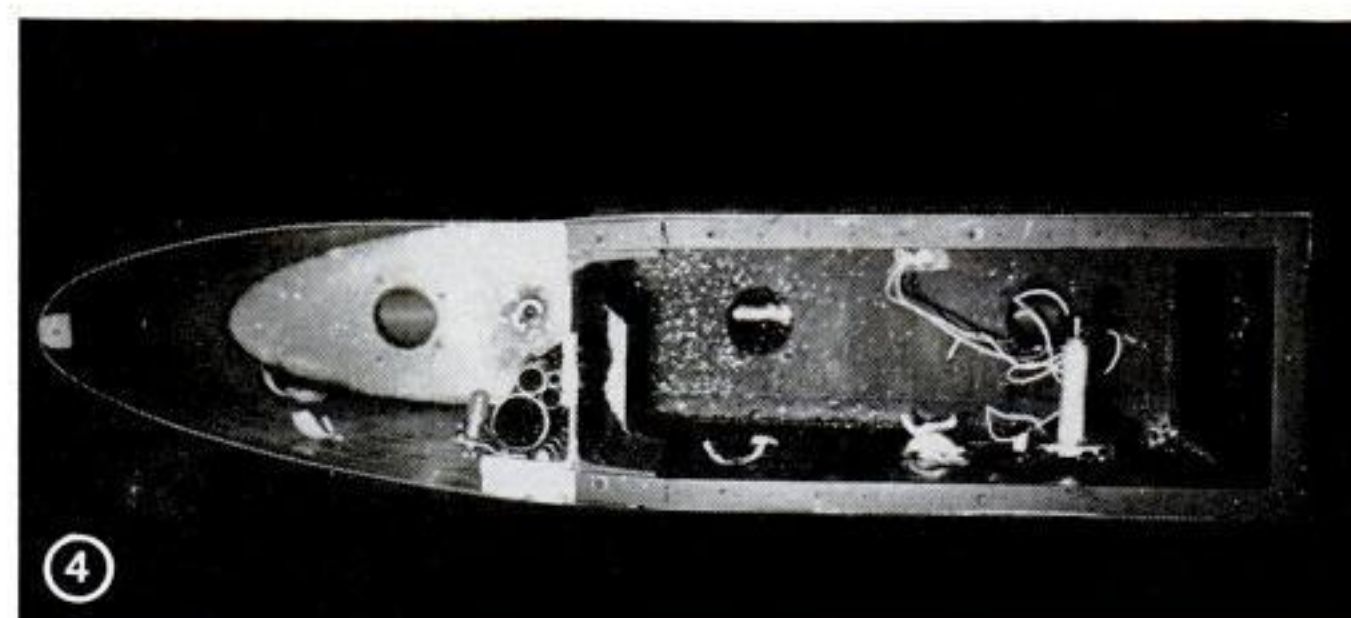
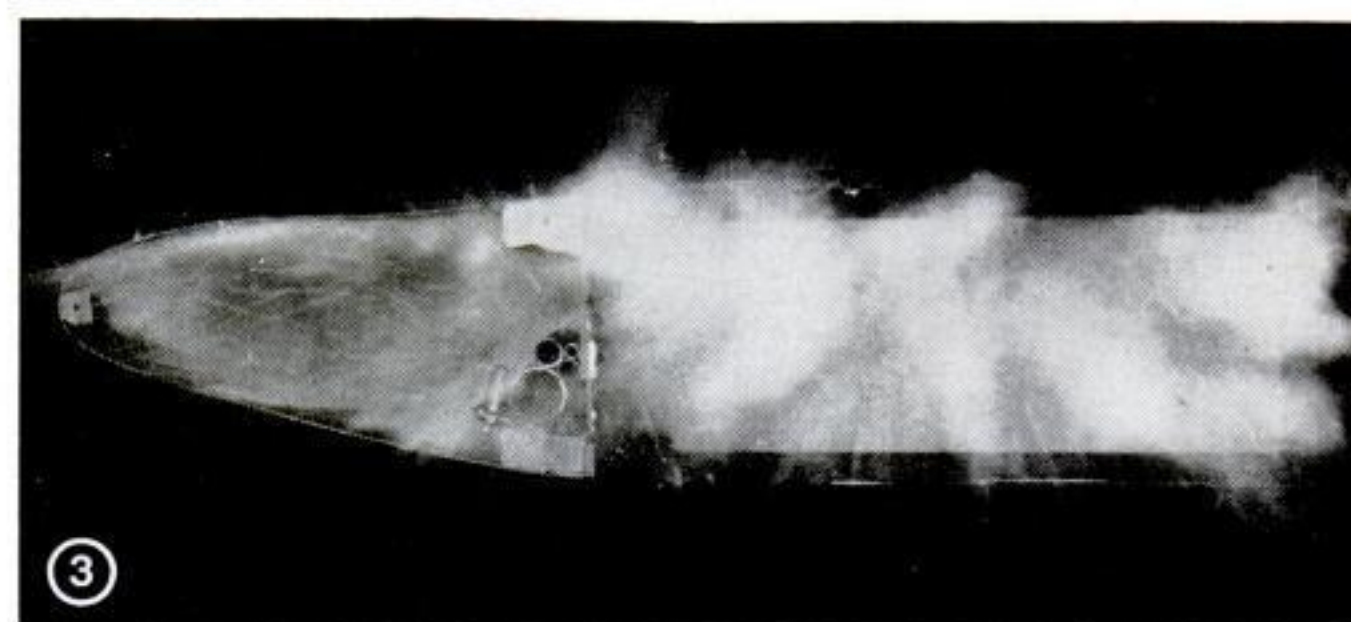
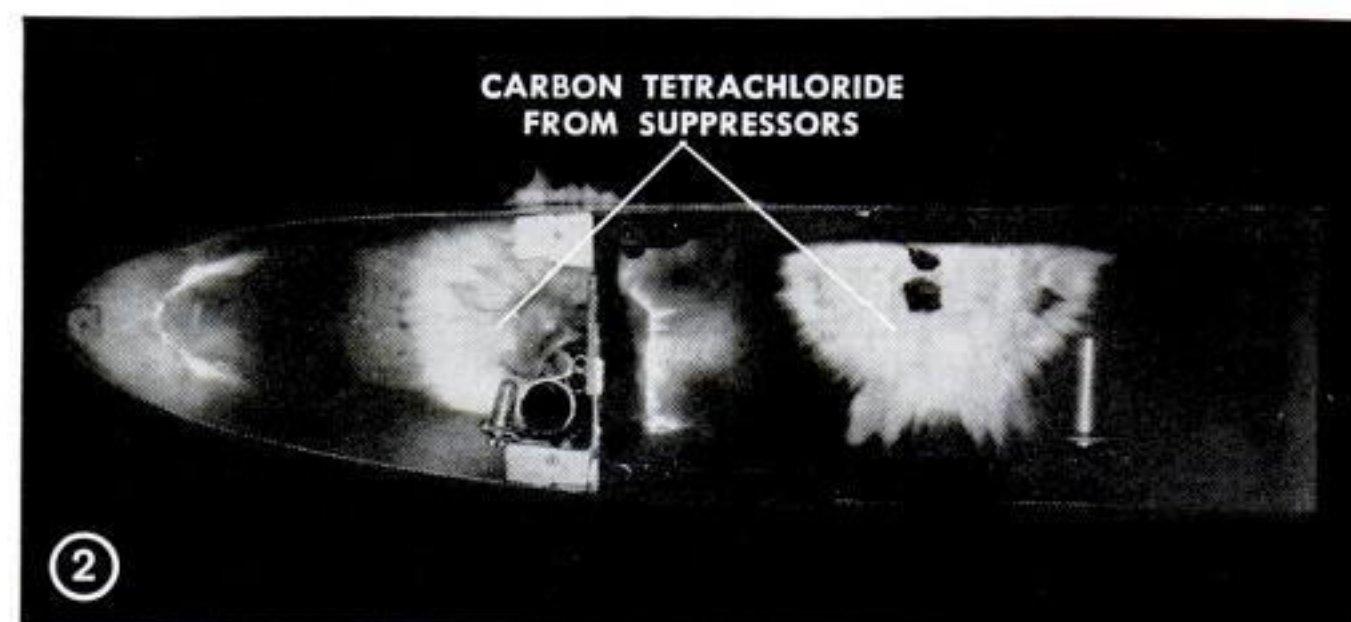
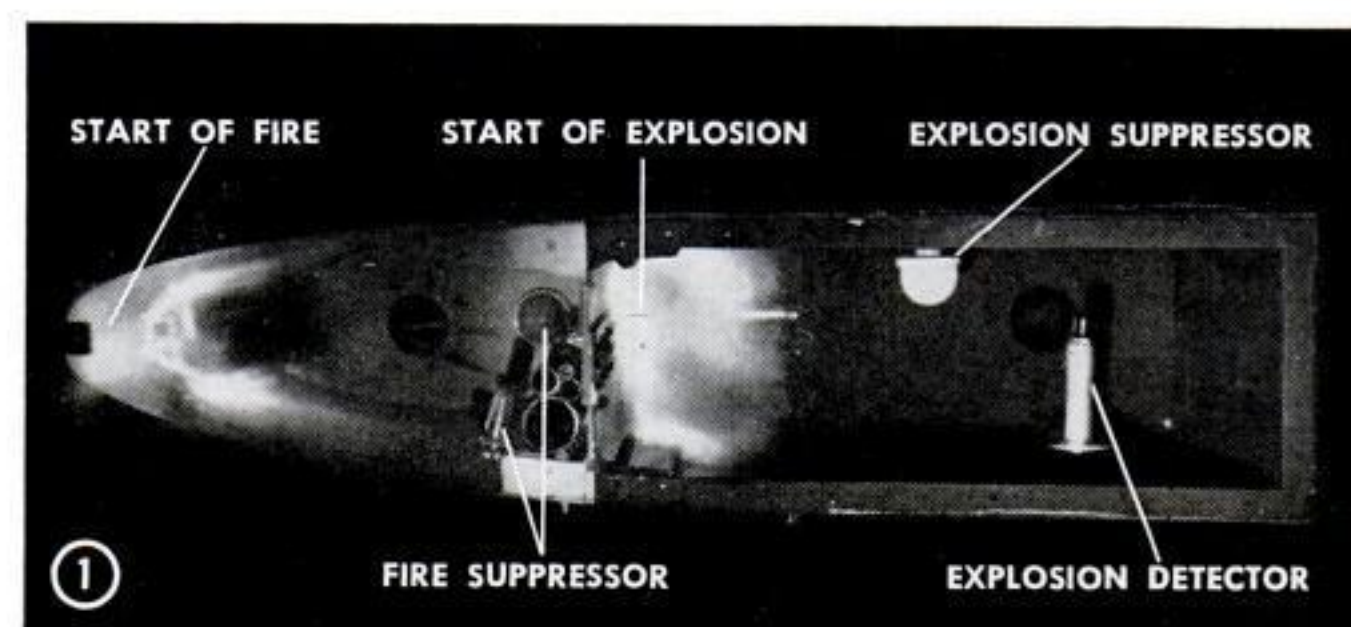


(Also available in Canada)

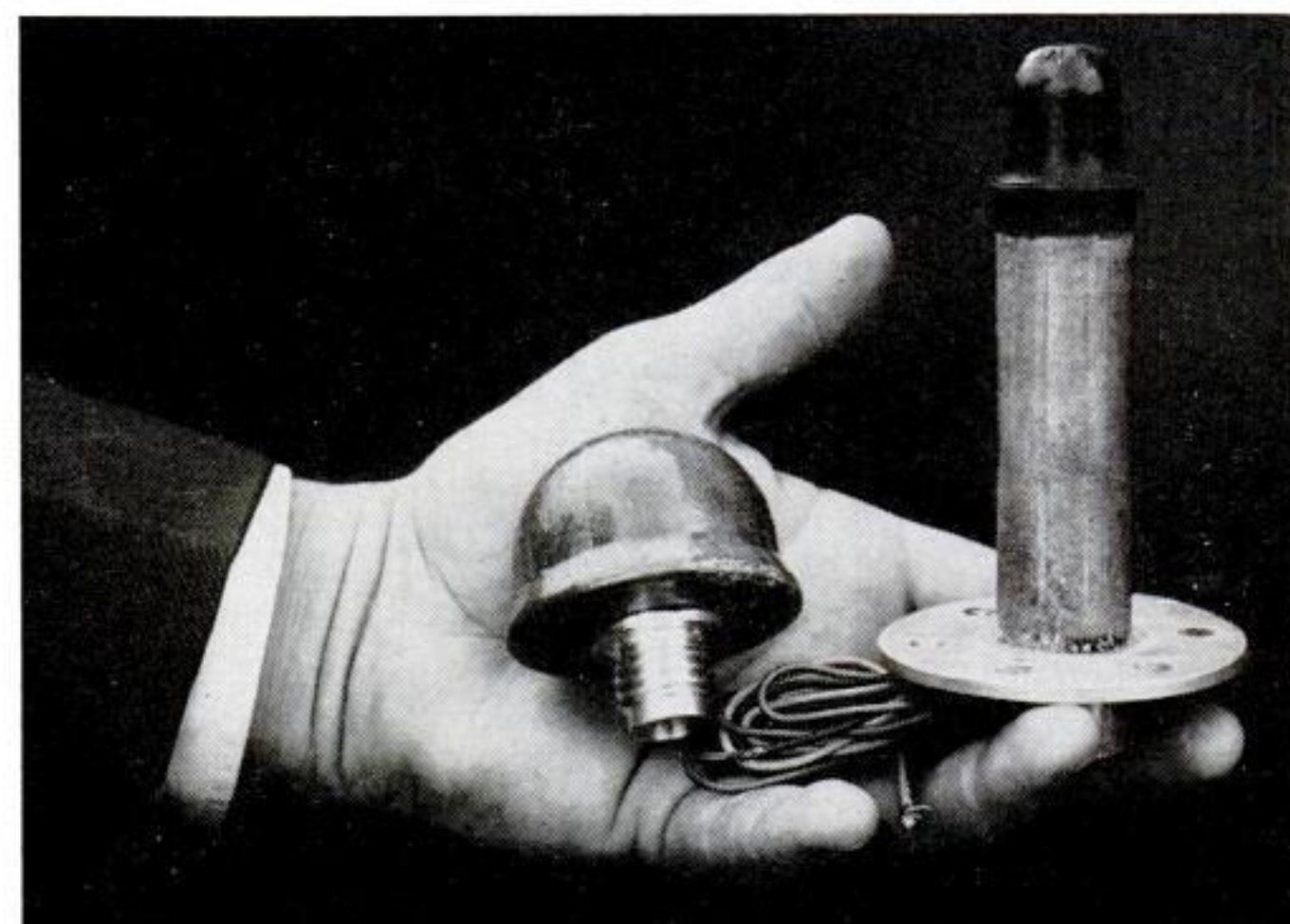
Lather Regular 35¢ and 53¢ • Brushless 31¢ and 47¢ • Lather Menthol-Iced® 53¢

MENNEN *shave creams* FOR MEN

Wet Blanket CONTINUED



HOW SUPPRESSOR WORKS is shown above in cutaway model of plane's wing. Bullet enters leading edge at left (1), starting a fire, then into vapor-filled fuel tank at right, starting an explosion. Fire suppressor douses blaze in front (2), while carbon tetrachloride capsule, detonated by detector, explodes in fuel tank. Carbon tetrachloride mist swamps incipient explosion (3), leaving wing undamaged (4). Explosion is suppressed in 10,000th of a second.



DISASSEMBLED SUPPRESSOR consists of capsule (left) and photo-cell mounted on stem containing electronic equipment, and weighs 11½ ounces.

Four little words with a great big meaning

Distilled and Bottled by

Look at the label! If it reads *Distilled and Bottled by*, you know who made it, *where* it was made, and *who* bottled it. This phrase is on every Glenmore label.

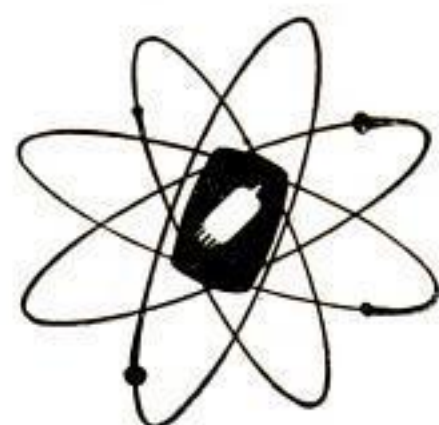
We do not use other whiskies to bottle under the proud Glenmore name. If we did, we could not say *Distilled and Bottled by*.

You know what you're getting when you get Glenmore — uniformity, good taste, traditional high quality — bottle after bottle. So, the next time you buy a straight whiskey, look for the words *Distilled and Bottled by* and for the name Glenmore—truly a combination that assures you the finest.

Every Drop Distilled and Bottled by
GLENMORE DISTILLERIES COMPANY
OWENSBORO, KENTUCKY



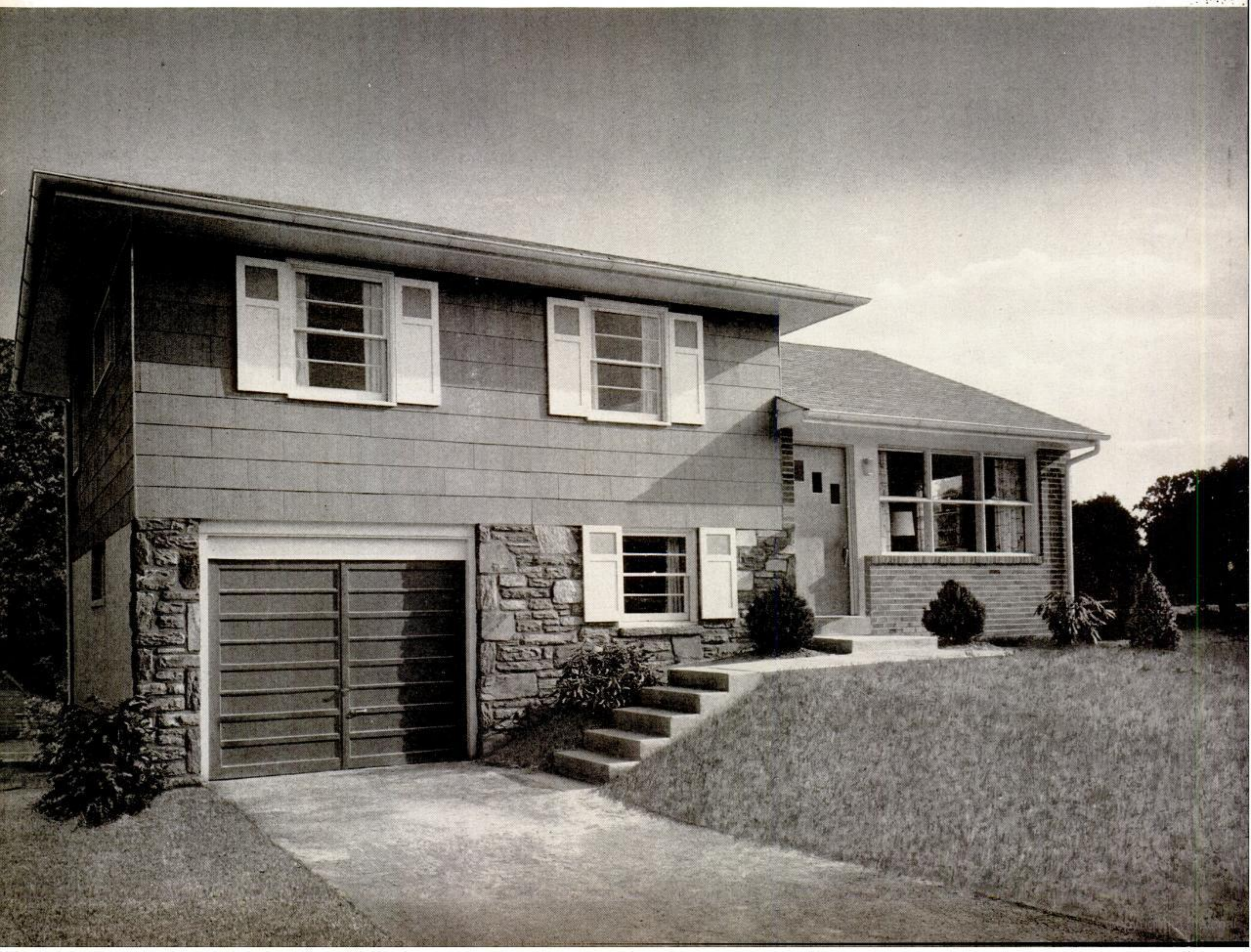
Available in
86 or 90 Proof



Honeywell Electronic Moduflow is the most sensitive home temperature control system ever developed. Based on a new principle, it employs two thermostats, one inside and one outside your home

Thermostat outside your house gives

Electronic Moduflow home in Lawrence Park, Philadelphia, Pennsylvania. Cost in Lawrence Park: \$14,990. Builder: Ralph Bodek. Electronic Moduflow installed by McKee and McHale.



Why you need varying indoor temperatures



Discomfort—with constant indoor temperatures

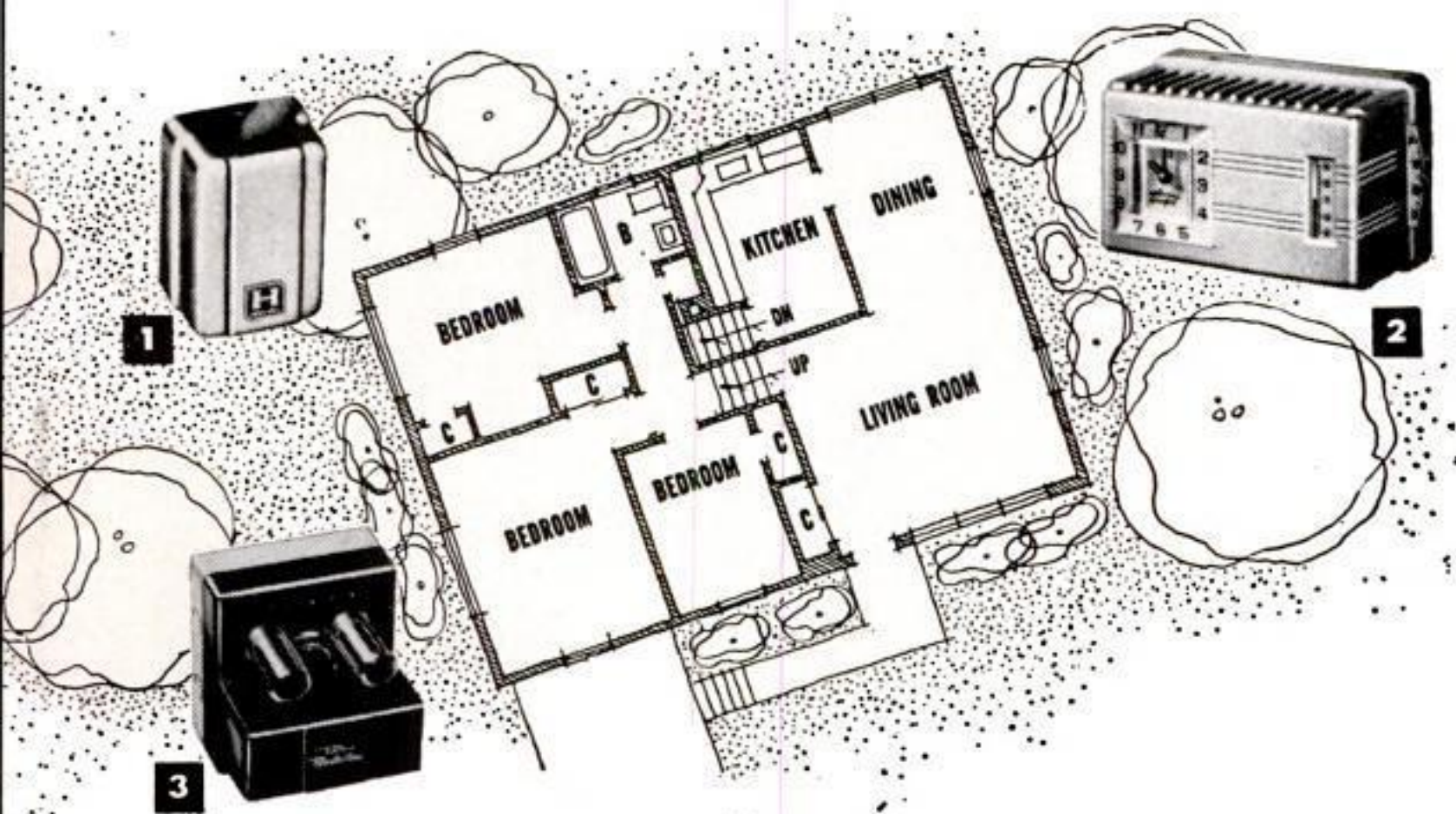
A long-held belief about comfort has been disproved. A fixed indoor temperature—which is what you have with ordinary temperature control systems—does not necessarily mean you'll be comfortable. Tests show that if indoor temperature is *merely held constant* as the temperature outdoors falls, you feel chilly and uncomfortable. Because as the walls of your home become colder they "draw" increasing amounts of heat from your body.



Comfort—with varying indoor temperatures

With Electronic Moduflow in your home, the colder it gets outside, the higher the temperature inside becomes. Colder walls are offset by this higher inside temperature. For example, when the outside walls of your home grow colder, you may require 74° to feel comfortable. And previously you had been comfortable at 71°. Electronic Moduflow solves this personal comfort problem automatically—and gives you ideal Weather Control in your home.

you ideal Weather Control inside



How Electronic Moduflow works

Only three simple parts make this wonderful system work. The Electronic Weather-caster (1) mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat (2) what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in your living room, signals the Relay Amplifier (3) which *automatically* tells the heating or cooling plant to provide the amount of adjustment required to keep your home at the right temperature—in any weather.



Ralph Bodek, a leading eastern builder

Ralph Bodek is head of his own building firm and president of the Home Builders Association of Philadelphia and Suburbs. The house you see here is one of 1,200 split-level fully air conditioned homes that will make up the residential portion of his Lawrence Park Project. Mr. Bodek will build about 750 homes this year—all with Honeywell Electronic Moduflow.

Weather Control inside means you're always comfortable—even in the most changeable weather. No cold wall chill, no underheating or overheating

Electronic Moduflow is superior to all other home temperature systems. It alone features an electronic thermostat mounted *outside*—where the weather is.

Tests show the last word in healthful comfort is secured by varying indoor temperature in relation to outside temperature.

With Moduflow in your home, your heating plant will automatically vary the inside temperature as the temperature outside rises or falls. This means your house is always bathed in a gentle glow of perfect comfort.

Electronic Moduflow is eight times more sensitive than ordinary systems. This means its control is far faster and more accurate.

With Electronic Moduflow, your house is never too hot—never too chilly. You say good-bye to cold, drafty floors. And because there is no more overheating or underheating, you get the most good out of every fuel dollar you spend.

Electronic Moduflow is also available in a year-round model—to control your central cooling plant in summer.

No house is a modern house without Electronic Moduflow

When you're buying a *new house*, Electronic Moduflow can be included in your mortgage. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. The price, \$199.40, includes average installation cost. With a home improvement loan you can pay as little as \$6.39 a month.

See your builder, heating dealer or architect *today*. Insist on this truly *modern* comfort control system for your present home or the one you are planning to build or buy.

Write today for free book, "The Story of Electronic Moduflow." Also the name of your nearest Honeywell dealer. Write Honeywell, Dept. 2854, Minneapolis 8, Minn. In Canada, Leaside, Toronto 17, Ontario.



MINNEAPOLIS Honeywell

Electronic Moduflow

It's Easy for Edie

SHE BREEZES THROUGH COLLEGE IN ONE YEAR



FINAL EXAM for Edie is on comparative economics, and she smiles as she nears the end of the test.

For Edith Maria Binde, 20, who would rather be called Edie, there surely could be no more surprising year than this one. It all began last fall when she came to the U.S. from Germany to be enrolled on a scholarship at the University of Illinois. In 1950 Edie had been a high school exchange student at Springfield, Ill. and had hoped it might be possible to return, but being accepted at Illinois was more than she had counted on.

The next surprise came when she signed in. Because of advanced high school courses she had carried at home, Edie thought she might go in as a college sophomore. University authorities looked at her record and did even better—they made her a junior. Then she mapped out an intensive program that included economics, Russian and philosophy, sailed through two semesters' work with mostly A's and B's and wound up at summer school where last month she finished her four-year course in one year.

But to Edie the year was no grind. Between her studies she took part in a student carnival, got herself elected sponsor of a military club and fell in love. Edie and her fiance (*p. 47*) will be married shortly and then, so thoroughly Americanized "that I have begun to dream in English," Edie will return to Illinois to start work on her master's degree.

HER UNDERGRADUATE WORK OVER, EDIE (LEFT) IS TOUSLED AND CONGRATULATED BY FRIENDS SHE ACQUIRED DURING REMARKABLE ONE-YEAR CAREER

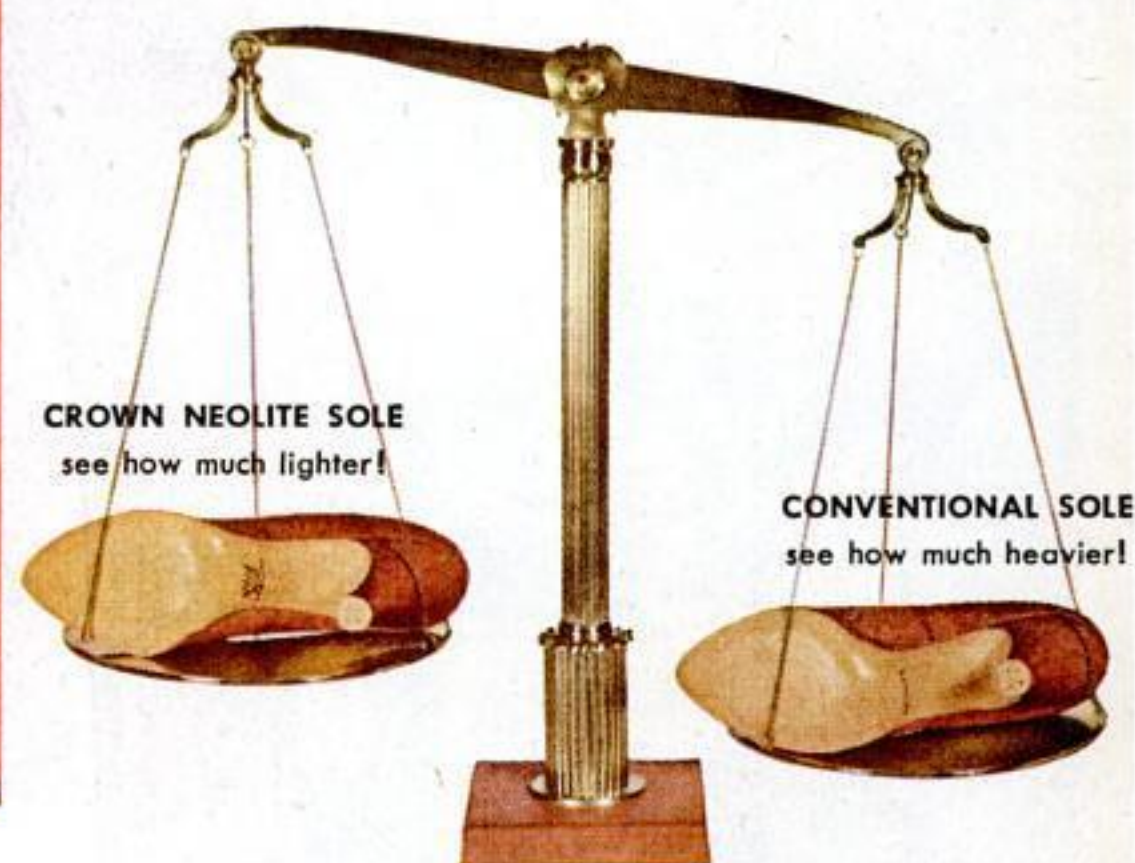


CONTINUED ON PAGE 47



*Try them on
for sighs*

...soles that are
incredibly light bring
new comfort, new smartness
to today's fine shoes



NEW CROWN NEOLITE SOLES



Light from the very first step!

New CROWN NEOLITE Soles are so wonderfully light, so buoyant they give you an entirely new sense of walking ease and comfort from the minute you put them on!

Flexible as a shadow! They're the lightest, most flexible soles made for dress shoes . . . yet they keep their shape beautifully, help your shoes keep their smart, trim lines far longer! So to step lightly this season . . . *Step On It!*

Before you put your money down, be sure you turn the bottoms up! Look for the name NEOLITE. Without that name, it's *not* the same!

NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

New Kind of Gasoline — Boosts Engine Power up to 25%*

over results with conventional premium gasoline!



Mobilgas SPECIAL

The Only Gasoline

DOUBLE POWERED

with

1 Mobil Power Compound

most powerful combination of chemical additives ever
put into any gasoline to correct engine troubles . . .

2 Top Octane

for greatest knock-free power—result of the world's
most advanced refining developments!

NEW Mobilgas SPECIAL brings
new benefits to every motorist:

Checks pre-ignition ping, thanks
to Mobil Power Compound's amaz-
ing additive, RT 125.

Corrects spark plug misfiring—in-
creases spark plug life up to three
times.

Controls stalling due to carburetor
icing. No other gasoline contains
de-icing additive, GLYMONATE.

Combats gum which causes auto-

matic chokes and other parts to
stick. New additive, RT 200, re-
duces engine-formed gum — cuts
waste of fuel.

Combining top octane and Mobil
Power Compound, New Mobilgas
SPECIAL gives greatest protection
against engine troubles ever of-
fered in any gasoline.

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Average Annual Net Outlay*	137.80	159.90	189.40	229.30	279.90	341.50	422.20
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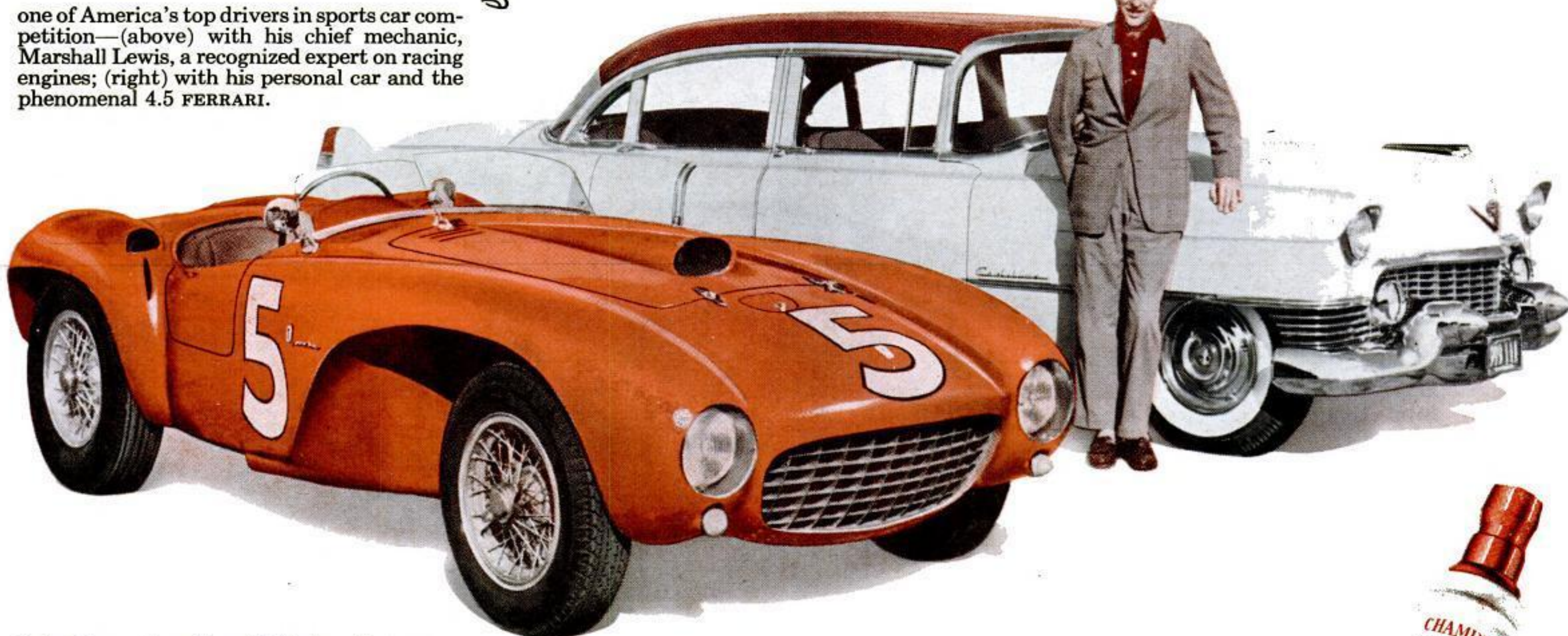
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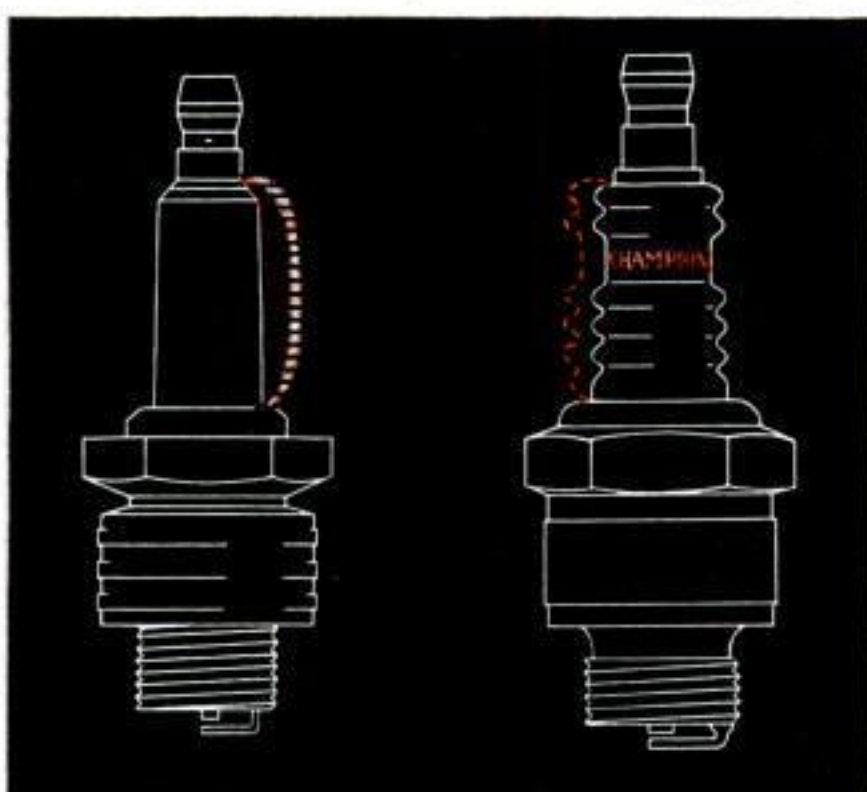
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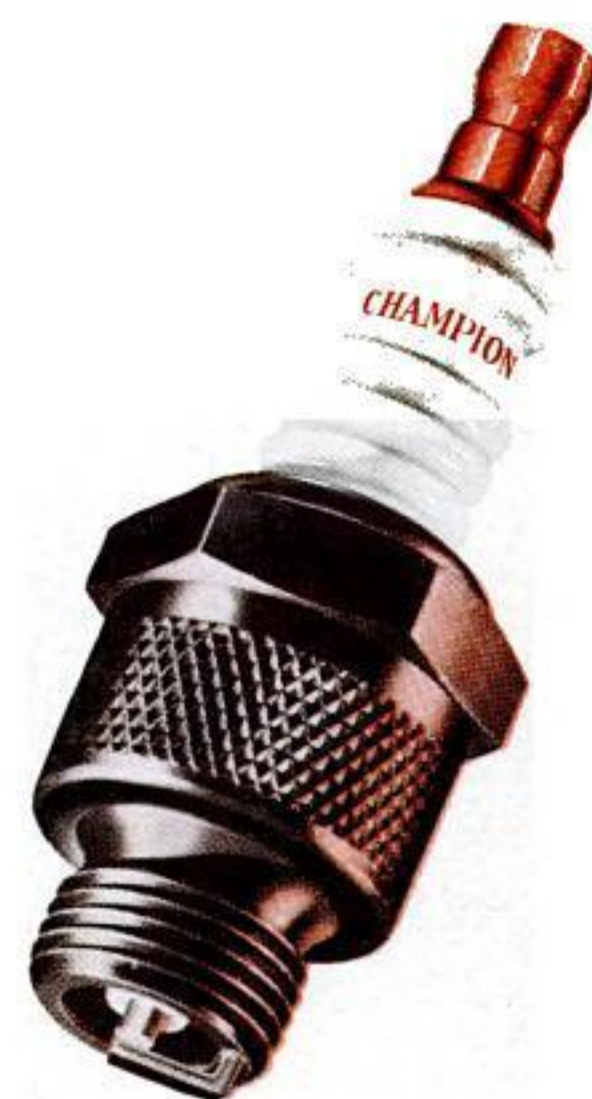
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SARA SHANE, IN HER FIRST IMPORTANT PART, ACTS TORRID LOVE SCENE WITH FILM VETERAN ROCK HUDSON IN UNIVERSAL'S "MAGNIFICENT OBSESSION"

TWO CAREERS TAKE A TURN

Rock Hudson wins stardom in familiar role while Sara Shane takes a sabbatical

The tender tableau above, from Universal's tremendously successful remake of *Magnificent Obsession*, marks a turning point in the careers of its two participants, featured Actress Sara Shane and the picture's co-star, Rock Hudson. After achieving a nonstop run of 28 movies in six years and a fan magazine following that would brook no further procrastination, Mr. Hudson was chosen for the same role that made Robert Taylor a full-fledged dramatic star 18 years ago when he played it opposite Irene Dunne. Rock's fan mail immediately jumped from 1,900 to 2,700 pieces a

week, his loan-out price to other studios quadrupled and he is now slated for big, romantic roles which are in strong contrast to some of his previous tasks (*see next page*). But for Sara Shane, product of a build-up (*p. 54*) that has been criticized as being too fast for her, it means something else. After one more film *Miss Shane*, her Universal option dropped, will retire to private life. It will almost certainly be a temporary retirement since seductive Sara, now studying drama five hours a day on her own, is something the movies will not let themselves ignore for very long.

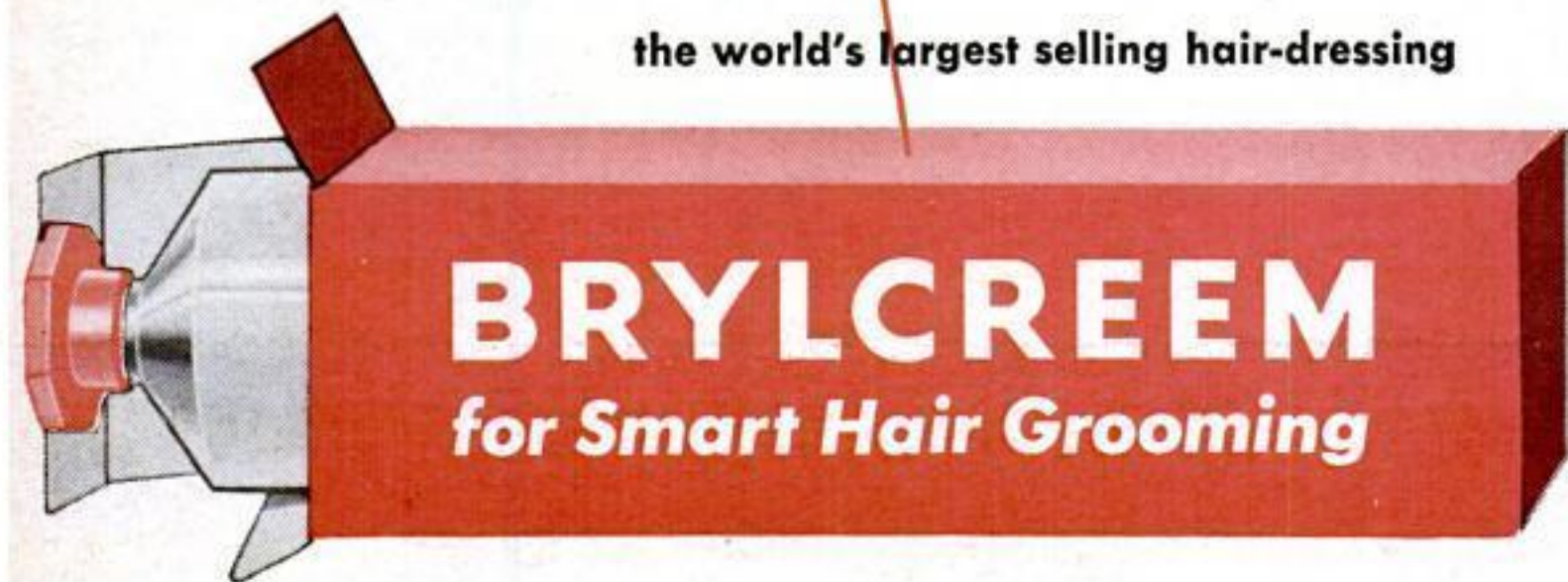
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Not Greasy-Not Messy!

TWO CAREERS CONTINUED

THE ROCKY ROAD TO FAME

Rock Hudson's stardom has been the end result of no high-priced build-up but a long, hard pull. In one season after U-I hired him in 1949 he worked five months without a break on seven pictures. His roles have been prizefighter, detective, fighter pilot, football player, soldier, soda jerk, sea captain, cowpoke, cavalryman and fur trapper, among other things. Says he, looking back with satisfaction, "I asked for work when I signed up—and I got it . . . now it's paying off."



AS A CHARLESTON DANCER with Piper Laurie in *Has Anybody Seen My Gal*, a small-town comedy with music, Rock portrayed a likeable soda jerk.



AS AN INDIAN appearing in support of James Stewart in *Winchester '73*, Rock played Chief Young Bull, here bargaining with a double-dealing trader.



AS A BAGHDAD RENEGADE in *The Golden Blade*, Hudson wields magic sword to avenge the death of his father and win hand of the local princess.

CONTINUED ON PAGE 54

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TWO CAREERS CONTINUED



SARA'S TWO HALVES, top half in *Hollywood Reporter* and lower in *Daily Variety*, set movie trade agog in 1953 and resulted in a seven-year contract.

SARA STARTED FROM TOP



SARA AND HUSBAND AT PREMIERE

Unlike Mr. Hudson, Sara Shane came up in movies the fast way but not so far. A bit player for M-G-M, Elaine Sterling of St. Louis last year hired Publicist Russell Birdwell to give her a boost. He changed her name to Shane (*Shane* was a hit movie), thought up a new stunt (above) which, sure enough, landed her a contract. The studio didn't use her for much, however, except publicity stills. Since Sara lives a star's life anyway with wealthy realtor husband Bill Hollingsworth, her break with U-I was mutually agreeable. She is waiting "for a gutty role . . . where I'd have to murder somebody."



AS MRS. HOLLINGSWORTH, Sara lives in a Beverly Hills house that most starlets would envy. She still clings to hope of being a serious actress.



VODKA COLLINS—delicious, courtesy of Smirnoff.

To see how *very* delicious and refreshing a Collins can be, reach for Smirnoff and pour it instead of gin. You really *taste* the fruit in a Collins made with Smirnoff Vodka. *All* fruit juice, tonic and soft drinks are especially delicious with Smirnoff, because it lets you taste the other ingredients, brings out flavors you never knew were there!

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Lincoln Capri Special Custom Convertible in regal red; Lincoln Capri Special Custom Coupe in columbia blue and regent black; Lincoln Capri Special Custom 4-door Sedan (background) in empire green.

LOOKING at a Lincoln tells you just part of the story.

In the picture above, you see 3 good reasons why this fine car is considered the outstanding example of automotive styling for modern living. You see trim, clean lines—high, clear colors—truly distinctive beauty. You do not see showy bulges and useless chrome. But to *know* Lincoln, you must do more than look—you must *drive* it.

You feel the difference in Lincoln's ride the instant you start.

It's a new feeling. It combines the utmost in comfort with the ultimate in control. You'll hardly know the difference between back

road and boulevard, between sharp turns and broad straightaways. Even around curves, there is a tight, ground-hugging sureness; even in traffic you find instant response always.

And you don't have to be an engineer to understand why Lincoln is called "the outstanding champion over the road." Among the reasons: ball-joint front-wheel suspension (only this fine car has it) for easier handling. The great V-205 engine with its new 4-barrel carburetor and new automatic spark control. Other Lincoln features: a precision-balanced chassis, the largest braking area on any American car, and

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Other milks are homogenized, too. Others have the "sunshine vitamin." Others also provide calcium—so good for teeth and bones.

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ALL ABOARD!
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Get Borden's Milk on
 Elsie's Good Food Line—at your food store,
 or from your Borden man.





...OUND (BOTTOM), STUDEBAKERS MEET PACKARDS AROUND PACKARD'S EXPERIMENTAL "PANTHER DAYTONA" (CENTER)

Like two opposing armies, the two fleets of cars met and joined forces. Studebaker's 25 models (facing to the right), from the \$1,800 Cham-berlain to the \$2,530 Land Cruisers, included five truck models (top). Packard's force (facing left) of 13 models included the \$6,100 Caribbean Convertible. Not until two weeks ago did the stockholders officially approve the merger, a move which nears the end of independent car producers in the U.S. The new corporation, Studebaker-Packard, with assets totaling more

than \$251 million, will belong to what the trade calls the Little Three (the others: Kaiser Motors, American Motors). Towering over them are the Big Three (Ford, General Motors, Chrysler), who last year accounted for 95% of new cars sold in the U.S. The new president, James Nance, stated: "We are caught in a squeeze between General Motors and Ford. We don't know if this is the answer. But we can't go it alone." With the new fleet shown above they hope to have at least part of the answer.



DR. EDWARD TELLER'S MAGNIFICENT OBSESSION

Story behind the H-bomb is one of a dedicated, patriotic man overcoming high-level opposition

by ROBERT COUGHLAN

FROM the testimony *In the Matter of J. Robert Oppenheimer* and the miles of comment on it in the press, it is well known that at the end of 1949 a great secret debate occurred in the government and among the atomic scientists about whether this country should try to build the hydrogen or "super" bomb; that Dr. Oppenheimer and the strong faction he led opposed and temporarily prevented it; and that another, smaller faction defeated them with the result that the H-bomb was achieved in 1952—barely nine months before the Russians fired a hydrogen device of their own.

Yet throughout these critical events, with the world balance of power and perhaps the political fate of mankind hingeing on the outcome, the leading protagonist remained mostly invisible. Lately, it is true, Dr. Edward Teller's name has been in the papers; he is even recognized, although perhaps still not very widely, as "the father of the H-bomb." But as for who he is, where he came from and how he happened to achieve this extraordinary paternity—few even of the other actors in the drama could give a very full answer.

There have been good reasons for this. National security has required that his work be surrounded by secrecy. For reasons of his own Teller has welcomed anonymity. He still would very much prefer it. But now that the H-bomb is an accomplished fact, and now that the Oppenheimer affair has dragged Teller from the wings to a share of the spotlight, neither set of reasons is as valid as before. He has therefore given his cooperation during the preparation of this article—with the request that he not be given too much credit.

Very well: it can be said at once that many people at Los Alamos and Washington deserve a substantial share of it. Teller's role nevertheless was unique, indispensable and decisive. Without it the chances are quite strong that the U.S. would not have the H-bomb in deliverable form today. In that event, in the well-informed judgment of President Eisenhower, "Soviet power would today be on the march in every quarter of the globe." Teller not only produced the brilliant idea which converted the H-bomb from a monstrous "gadget" to a versatile weapon. He also, by an almost fanatic determination, kept the idea of an H-bomb from dying of pure neglect.

And among all the improbable events that led to this improbable creation, Teller's obsessiveness has struck some people as the most farfetched. An old friend said a few weeks ago, "I still don't understand it. Edward's monomania about the H-bomb simply leaves me mystified—it was so out of character with everything he had been. He was always so interested in everything. His trouble was *lack of concentration* on any one problem. Then this thing hit him and he seemingly couldn't let loose of it."

Teller's obsession, as it became fully developed, was fed from many sources: by his childhood and youth in Europe, by his personal philosophy, his political beliefs and by innate traits of character. A different mixture would have produced a different result. The key ingredient of the H-bomb is not, therefore, a certain unmentionable combination of ingredients. It is, instead, the even more complex compound comprising Edward Teller. He cannot be defined, but at least he can be described.

Physically and temperamentally he has little in common with the popular image of the calm, detached, essentially impersonal Great Scientist. His angular face is animated and his large blue eyes, under massive and expressive eyebrows, are alert, intent and often twinkling

with humor. He is cheerfully pragmatic and eloquently witty, with an unabashed appreciation of his own jokes. His laughter begins from deep inside, shaking him as if he were in an incipient fit, and rises in a series of choking, half-shattered yelps until everyone within a hundred yards is made aware that Teller has just said or heard something entertaining. He is also a pianist, a poker player, a rhymester, a raconteur, a mathematician, and an avid ping-pong player and mountain hiker despite the loss of his right foot. This occurred when he was 20 and, as a student in Munich, was competing in the local sport of jumping off moving streetcars; he slipped under a wheel, and the foot had to be amputated. His limp is on the order of his accent—only enough to add novelty—and is no impediment as he lopes along with his air of purposeful energy, his dark hair and eclectic clothing always a little disarrayed, emanating a diffuse human warmth and an attentive interest in whomever he meets.

By common agreement among his colleagues he is a genius. He not only knows a tremendous amount, seeming to remember everything he has ever learned, but is able to correlate his information on the run. Dr. Maria Mayer, a physicist and a personal friend of long standing, recalls the first time she was ever really awed by Teller's mind. She had joined the Manhattan District and was asked to calculate the chemical properties of a certain substance. But this required knowing the mechanical properties of its molecules. "They could be measured, but that would have taken several months. So someone said, 'Let's get Teller in and make him *guess* the data.' We got him into a room and locked the door, so no one else could get at him, and he asked questions and did some figuring at the blackboard. He got the answers in about two hours, not entirely accurately, of course, but—as we found out when we got around to verifying them—close enough for the purpose." "There is no one who equals him for sheer speed of thought," Dr. James Arnold of Chicago says. "There *may* be better scientists, but none more brilliant. You always find him a thousand feet ahead of you."

Teller's mental athleticism, although the flashiest part of his equipment as a practicing genius, is far from being the most important part. Most of his calculations are not quite accurate—not because he lacks respect for accuracy but because he lacks the patience to spend his own time rounding off the figures. A friend says, "What Edward can't carry in his head and solve in his head, he doesn't want to bother with." He dislikes routine and method whether they affect him personally or professionally. He is unhappy and ill at ease under any imposed disciplines. This maverick streak, combined with intense gregariousness and even more intense intellectual curiosity, has given his genius some striking twists and some extra dimensions.

For instance, although Teller is one of the world's greatest theoretical physicists, he has published nearly all of his many scientific papers with collaborators. Dr. Frederic de Hoffmann, who has been his deputy and closest associate at Los Alamos, has described how this works: "Edward isn't the cloistered kind of scientist. He gets his ideas in conversation and develops them by trying them out on people. We were coming back from Europe on the *Ile de France* and I was standing in the ship's nightclub when he came up and said, 'Freddie, I think I have an idea.' It was something he'd just thought of about magnetohydrodynamics. I was a bachelor then and

THE SOURCES FOR THIS ARTICLE

This article concerns mainly a personal portrait of Dr. Edward Teller. The political and technical history of the H-bomb is given fully in *The Hydrogen Bomb*, to be published Sept. 30 by David McKay (\$3) and written by TIME-LIFE's Washington Bureau Chief James Shepley and Pentagon Correspondent Clay Blair Jr. From their book was drawn some of the information which led to the writing of this article. In addition LIFE Writer Robert Coughlan traveled to Washington, Chicago, Los Angeles, Berkeley and Los Alamos interviewing Dr. Teller's associates and, of course, Dr. Teller himself.



AS DR. TELLER PONDERES A CHESS MOVE, HIS FACE REFLECTS QUICK-CHANGING MOODS—FROM CONCENTRATION TO RELAXATION TO TRIUMPHANT DELIGHT

DR. TELLER CONTINUED

I'd located several good-looking girls on the ship, but I knew what I had to do, so I disappeared and started working on the calculations. I'd get something finished and start prowling on the deck again when Edward would turn up out of the night and we'd walk the deck together while he talked and I was the brick wall he was bouncing these things off of. By the end of the trip we had a paper. He'd had the ideas, and I'd done some solving of equations. But he insisted that we sign in alphabetical order, which put my name first."

De Hoffmann's account is overly modest—he is a brilliant physicist in his own right—but the episode illustrates Teller's general method. He is a conceptual thinker, or, as Dr. Luis Alvarez of the University of California says, "an 'order of magnitude' man. That's his language. He's like the architect who likes to make the big drawing, the broad sketch, and not worry himself about the plumbing details."

This kind of thinking almost defines the traditional and proper role of theoretical physics, as distinguished from experimental and applied physics. The theoreticians, a small aristocracy dealing purely in ideas, tend to regard the toilers in the latter fields as exceptionally well-educated engineers, or sometimes as mere "gadgeteers." Teller is by trade and at heart a theoretician and takes the universe for his province. But at the same time he has strong gadgeteering instincts. The result is that he is interested in everything. He has a faculty for entertaining many ideas, consequential and otherwise, at the same time, and for being almost equally fascinated by all of them. He is intellectually insatiable: as a friend has said, "All anybody has to say to Edward is, 'We've got a problem here, we need you,' and—zip! he's into it. It's helpfulness, plus maybe vanity, but mostly just curiosity."

Not all—in fact, not even most—of Teller's ideas are good, and he is often the first to recognize their flaws, interrupting himself in mid-flight to strike himself on the forehead and exclaim, "No! No! I'm an idiot!" But mistakes do not inhibit him. He likes to quote the dictum of Niels Bohr, the great Danish physicist, that, "An expert is a person who has found out by his own painful experience all the mistakes that one can make in a very narrow field." Teller succeeds, not only by the high average level of his ideas, but by producing them in unparalleled volume, thereby making his mistakes rapidly and becoming more and more expert. But until he or someone else can demonstrate that an idea is wrong he is infatuated with it. He is, moreover, intellectually aggressive, stubborn, and competitive. An idea is, for him, a personal antagonist which he conquers with an almost physical satisfaction.

His personal absorption in a problem or idea has a way of enveloping everyone with whom he happens to be, carrying them along, sometimes reluctantly, in the torrent of his enthusiasm. At the University of Chicago, where he taught for several years, his fellow physicists now measure enthusiasm in "Tellers," with Teller himself, of course, being the basic criterion comparable to the velocity of light. Degrees of enthusiasm are measured in millionths of "Tellers," called "micro-Tellers."

Teller is at the same time a philosopher, a moral and thoughtful man all of whose characteristics are subordinated ultimately to an attempt to understand the universe and man's position on the speck of it he occupies. But as a philosopher, as well as a scientist, he is an activist. As a human being faced with a moral or political choice, he not only makes the choice but reinforces it, if he can, with concrete effort. More than once this habit of acting on conviction has involved him in struggles with his colleagues and has made him unpopular.

All of these aspects of Teller's nature were important in making him "the father of the H-bomb." But the crucial ingredient was his at-

tachment to the concepts of Western democracy, specifically those of the U.S., and conversely a fear that they would be destroyed; together with, perhaps, an inner, deeper and unarticulated fear of a more personal nature. His childhood and youth in Budapest, where he was born in 1908, were lived under several varieties of political tyranny, including the Communism of Bela Kun and the fascism of Admiral Horthy. The sight of dead men, the insecurity of life from week to week, became an accepted part of existence. Being Jewish, the Teller family had to bear the complex malice of anti-Semitism as well. Edward Teller remembers that, by the time he was 10, he fully understood from family conversations that someday he would have to emigrate from Hungary and make his life in a politically different climate. He understood also that "the only way I'd be able to get along would be that I should be smarter than somebody else."

It was easy for him to be smarter than somebody else in mathematics, for which he showed a precocious gift. He remembers, at the age of about 6, lying awake in bed amusing himself before sleep by such exercises as calculating the number of seconds in a year. His father, a prosperous lawyer, and his mother, the daughter of a leading banker of a nearby smaller city, were part of a polished and intellectually eager upper middle class society in which one's position reflected mental and artistic attainment. So they applauded him when, for instance, at dinner one evening his father mentioned the figure "10,000," and young Edward piped, "That's 100 times 100, isn't it?" However, pleased though he was with this sign of talent, his father felt that mathematics was not practical as a life's work and urged him to compromise on something useful such as chemistry. Consequently Edward went in 1926 to the Institute of Technology at Karlsruhe and took a degree in chemical engineering, keeping mathematics as an avocation. Meantime, also in 1926, had come the discovery known as quantum mechanics, a system of mathematically formulated principles which can be used to calculate the behavior of atomic particles. This, Teller says, "suddenly explained almost everything—in physics, chemistry, almost everything in the world that we had wondered about could be interpreted." He began applying it to the problems of chemistry, from which he was led naturally (the two sciences being inseparable) into physics. He became hybridized: a specialist in physical chemistry. He went on to Munich and thence to Leipzig for his Ph.D., to Copenhagen for further study under Niels Bohr and to Göttingen to teach. At this point the Nazis took power in Germany.

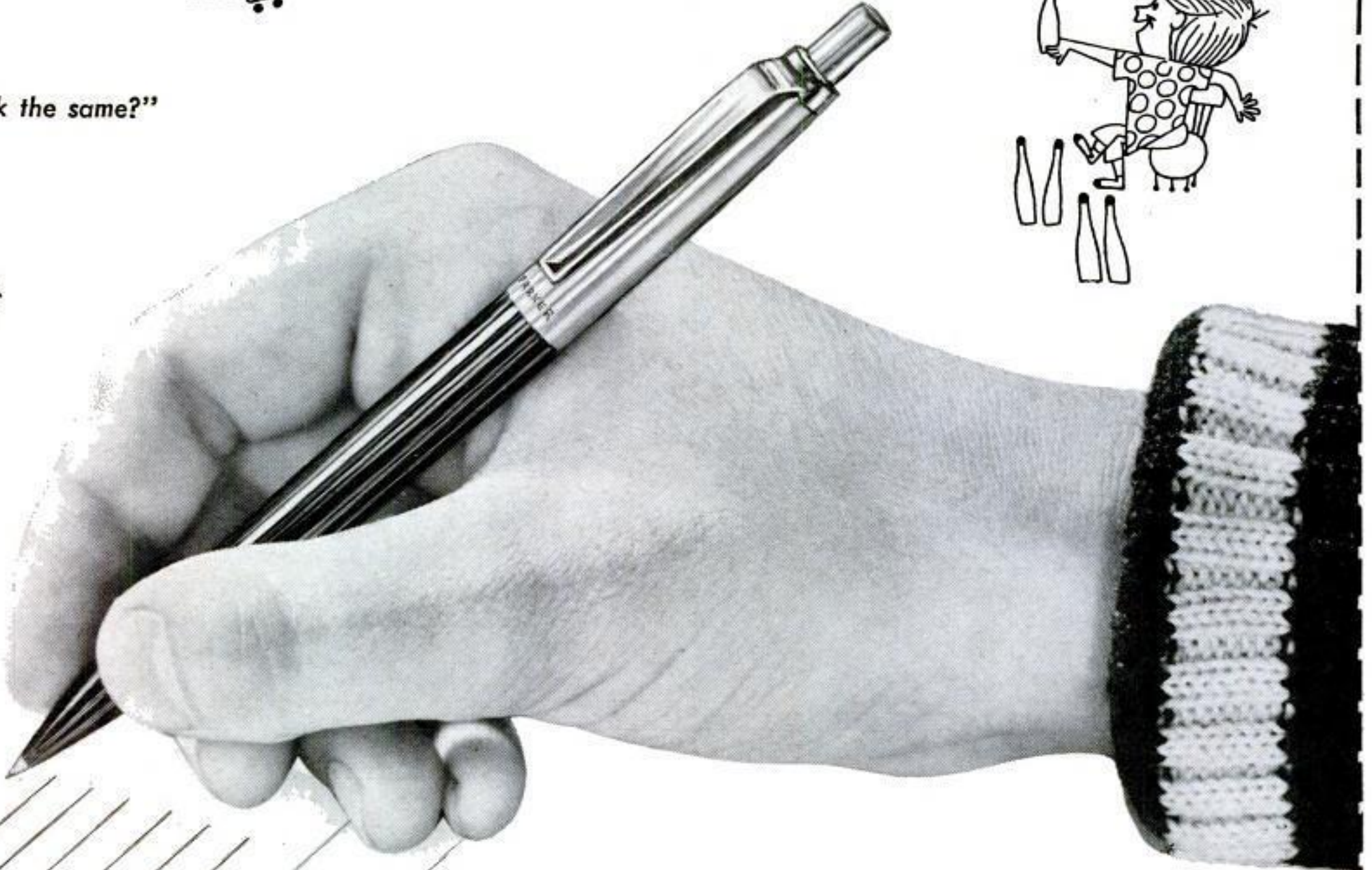
A strategic time

IN the ironic way that evil sometimes begets good, the tyranny of Hitlerism was indirectly responsible for strengthening democracy, for it drove many of Germany's leading physicists to the West. Teller went to England and from there, with a U.S. Rockefeller grant—and newly married to his childhood sweetheart, Maria Augusta ("Mici") Harkanyi, the younger sister of his best boyhood friend in Budapest—back to Denmark to work again under Bohr. Meantime he had become friends with Dr. George Gamow, the Russian-born physicist, and when Gamow went to George Washington University at Washington, D.C., he got Teller the offer of a job as visiting professor there. Thus it happened that the Tellers arrived in this country in 1935: a strategic time in the history of physics. It was only three years later that atomic fission was discovered in Germany, and only four years before the famous "Einstein letter" to President Roosevelt which launched this country on the development of the atom bomb.

Teller, then 27, had already developed many of the characteristics that were to amaze, charm and sometimes dismay his friends in later years. Maria Mayer, who had known him in Germany, was struck even then by his "intuitive" grasp of complex problems. He

CONTINUED ON PAGE 64

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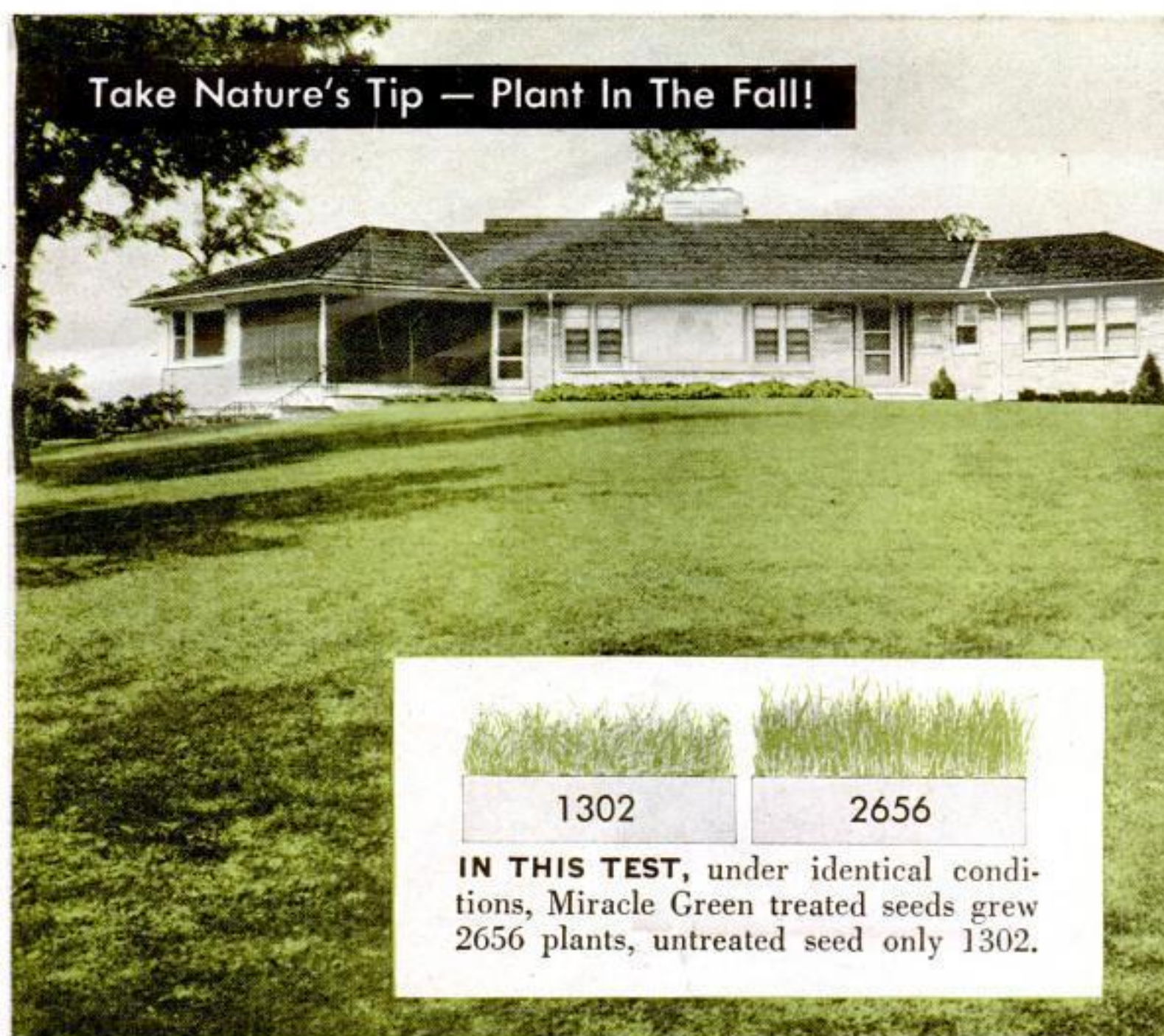
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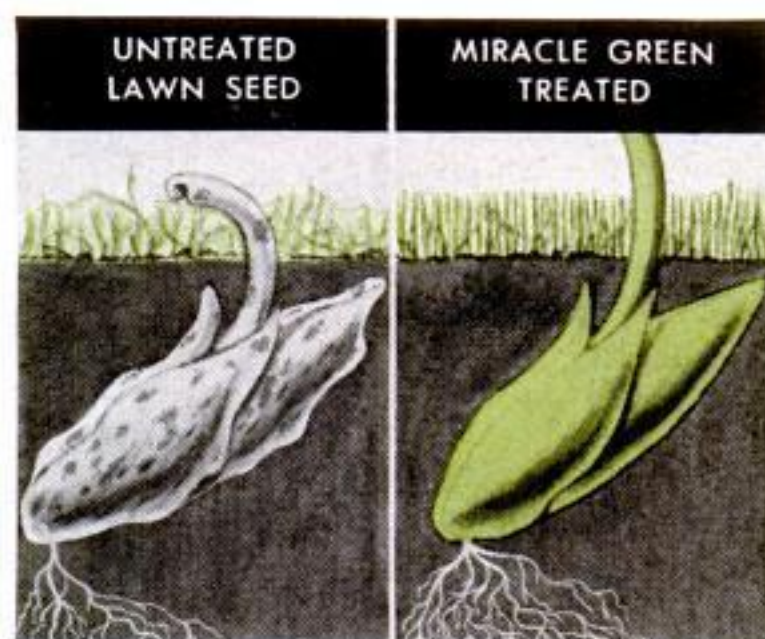
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NEW FACE AMONG SCIENTISTS, Teller first attended Washington Conference on Theoretical Physics in 1936, peered from back row over mane of Hans Bethe in formal group picture (above, left). At 1939 conference (above, right), Teller (second from left, top row) sat between old friends

DR. TELLER CONTINUED

was facile, gay ("pure fun," she remembers), inquisitive and restless. Instead of settling sensibly into his chair, Teller at once began to seek out other physicists for companionable argument, trained minds against which to test his teeming ideas. And it is from these years—1935 to 1941—that the earliest origins of the conceptions that went into the H-bomb can be dated. Gamow was interested in the energy production of stars, a phenomenon thermonuclear in character. He discussed it with his brilliant young friend, and together they worked out formulas for these stellar reactions. As soon as the explosive possibilities of the atom were realized, Teller's mind took a "quantum jump" to the stars: for the heat that could be released by atomic fission would be comparable to the heat in the interior of the sun itself, and conceivably this heat might be concentrated long enough to bring about the fusion of some of the very light elements, just as hydrogen is fused in the sun to form helium and in the process gives off tremendous energy. There would be no theoretical limit to the size of such an explosion.

In simplest terms this is the theory that led to the hydrogen bomb. It was not original with Teller. As a theoretical possibility it was obvious and occurred to many physicists. But for some reason no more explicable than an unusual taste in food, it aroused an intense, specific curiosity in Teller and he never stopped thinking about it. He discussed it with Gamow and his other friends in Washington, and with Enrico Fermi, the great Italian physicist—"The Pope," as he is known—who was teaching at Columbia. The monomania of the following years had begun to take root.

Yet when he was asked to join the A-bomb project—the success of which was essential to any future H-bomb development—he hesitated for a long time. Was weaponizing the proper business of science? He thought not. Was it morally right to help create such a monster? He did not know.

On May 10, 1940, the day the Nazis invaded the Low Countries, President Roosevelt spoke before the American Scientific Congress in Washington. Teller had never heard him in person and attended out of curiosity. The President said, in part, "You who are scientists may have been told that you are, in part, responsible for the debacle of today . . . but I assure you that it is not the scientists . . . who are responsible. . . . Surely it is time for our republics . . . to use every knowledge, every science that we possess. . . . You and I . . . will act together to protect and defend by every means . . . our science, our culture, our American freedom and our civilization." As the President talked, Teller began to feel that Roosevelt was speaking directly to him, answering all the questions that had been troubling him. He left George Washington the following year to join Fermi at Columbia and, when the uranium pile project that Fermi supervised was moved to Chicago, he moved with it. Later on he went to the University of California at Berkeley, where a well-known physicist of about his own age, Dr. J. Robert Oppenheimer, was assembling a group to do theoretical studies on the A-bomb. He returned to Chicago briefly and then, when Oppenheimer had established the central laboratory at Los Alamos, was among the first to join him there.

During his first conversations with Oppenheimer they had talked about the possibilities of a thermonuclear weapon, and Oppenheimer had seemed as interested by the idea as Teller himself. At Berkeley the theoretical group did preliminary studies on fusion



George Gamow and Maria G. Mayer. It was at this meeting that Niels Bohr (front row, right) read a report disclosing the successful fission of uranium in Europe. Physicists who had access to atom-smashing machines left the meeting, worked through night and next morning confirmed Bohr's report.

and, as Oppenheimer has testified, "it excited us, and it seemed to make even more necessary that we understand what this was all about." Accordingly Teller went into the Manhattan District with the impression that the "super bomb," as it soon was called, would be given a high priority. And actually some of the first installations at Los Alamos were for the benefit of further studies on it. However, as Oppenheimer has said, there was "the very immediate job of getting some weapons into the places where they [were] needed," and until the A-bomb problem could be solved, few but Teller were inclined to give much attention to the more formidable problem of the super. Teller at first tried to suppress his impatience but could not. The result was the first of what became a series of fission-fusion reactions between him and his colleagues.

He had been assigned to Los Alamos' theoretical division, headed by his friend Dr. Hans Bethe, Cornell's great physicist. As Bethe has testified, "... I hoped to rely very heavily on him to help our work in theoretical physics. It turned out that he did not want to cooperate. He did not want to work on the agreed line of research. ... He always suggested new things, new deviations. So that in the end there was no choice but to relieve him of any work in the general line of the development of Los Alamos, and to permit him to pursue his own ideas entirely unrelated to the World War II work. ..."

Teller was transferred to the F Division where Enrico Fermi presided over "advanced development." There, with Dr. Emil Konopinski and a few others, he devoted himself during the rest of the war to the super—to "my baby," as he had begun to call it. And by the end of the war he and his group had succeeded in working out some of its most intricate problems. He believed—as he was to testify later—that a concerted effort on the part of the other senior scientists could dispose of the rest by 1947. He had been led to suppose that this would occur: that once the A-bomb had been tested successfully, the great human and technical facilities of Los Alamos would converge on the super.

Instead, to his great dismay, after Hiroshima he found the laboratory disintegrating. One Los Alamos scientist remembers, "I was away for several months and got back after Hiroshima. There was a terrible sense of shock. I didn't recognize anybody. Everyone was wrapped up in petitions for world government, disarmament, internationalizing of the atom, and so forth." To this emotion, which Teller to some degree shared, there was, of course, added the normal reaction that affected scientists as well as GIs: the feeling that the war was over and it was time to get back home and pick up the threads of old lives. Teller appealed to Oppenheimer for help, but he was among the most eager to leave. At last, with great reluctance, Teller decided to join the exodus himself.

'This fabulous monster, Russia'

EARLY in 1946 he called a meeting of the leading members of the Los Alamos staff to summarize for them all that he and his associates had learned—a meeting known as "The Final Conference on the Super." Then, with Mici and their young son Paul, he drove to the University of Chicago, where he had been offered a job at the new Institute for Nuclear Studies. Fermi and many of his other old friends were there. The atmosphere was personally and scientifically congenial, and Teller tried hard to adapt himself to the peaceable pursuits of teaching and pure science.

CONTINUED ON NEXT PAGE



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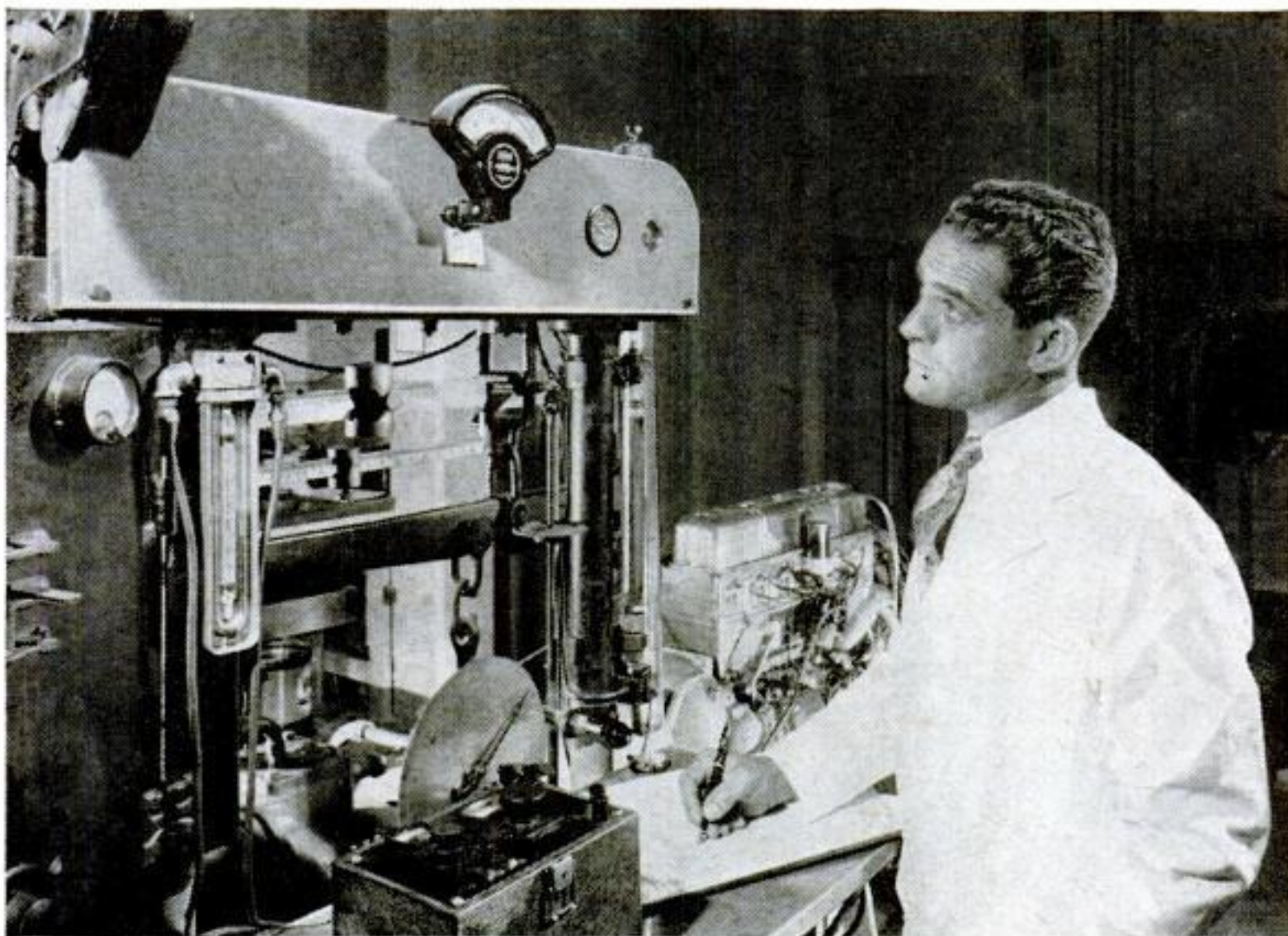
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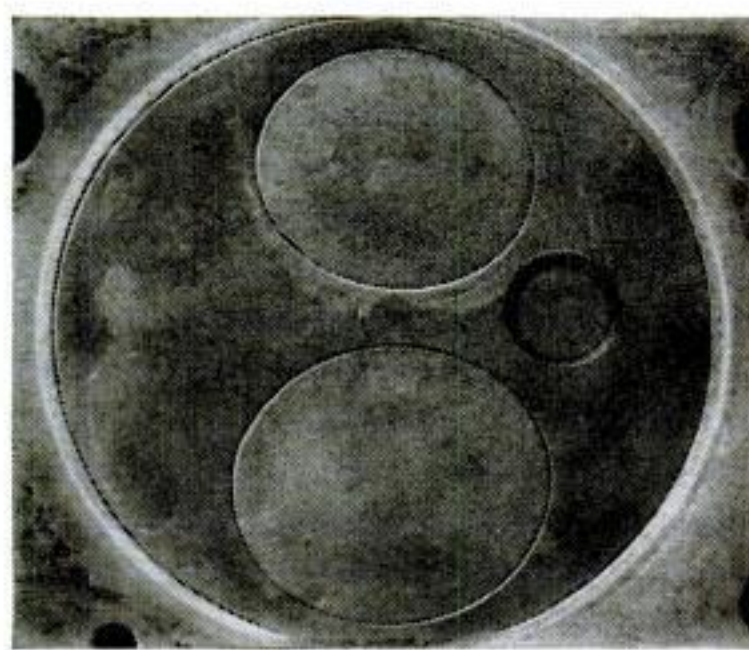
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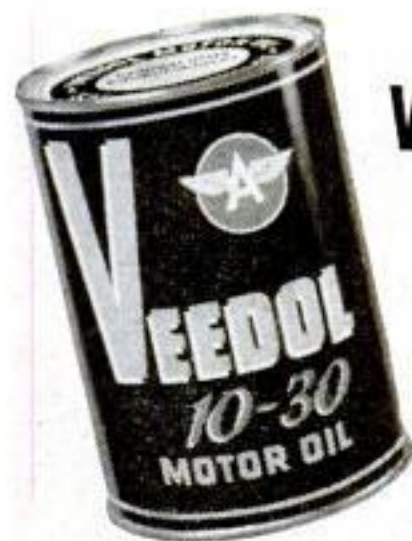
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DR. TELLER CONTINUED

For a while he succeeded. Additional "new things, new deviations" kept him embroiled in a self-renewing welter of projects, each requiring a collaborator or two, so that he was always enormously busy. With equal energy he plunged into the extracurricular aim of all the scientists who had contributed to the A-bomb: to make the atom peaceable and productive and—it was still possible then to hope—to use it as a foundation on which to raise a supranational authority, the beginnings of a real world government. Teller was a leading member of Union Now and Atlantic Union and a prolific contributor to the *Bulletin of the Atomic Scientists*, published in a basement room at the university. He endorsed the Acheson-Lilienthal report (written largely by Oppenheimer) which became the basis of the so-called "Baruch Plan" by which this country attempted to bring the atom under international control. And in mid-1948 he wrote, "I believe that we should cease to be infatuated with the menace of this fabulous monster, Russia. . . . We must work for something. We must work for world government . . . [and] concentrate for the time being on establishing a common government with our friends and potential allies."

Nevertheless, the optimism he professed was qualified with private fears. Even during the war he had mistrusted the Russians. There were stories his parents told of oceans of men sweeping across the frontier during World War I, dying and endlessly replaced. The native prejudice faded when he grew up and traveled in the world, and, he recalls, he regarded Soviet Communism as "an experiment of interest and possibly of some merit." But the purge trials disillusioned him.

He believed in the ideals that were occupying so many of his colleagues, but he saw their attainment becoming increasingly unlikely while war became increasingly likely. It seemed to him that the way to prevent war was to arm this country beyond challenge—with A-bombs and, if possible, with the H-bomb. The latter would deprive the Communist nations of their only advantage, their huge manpower, by making it impossible for them to mass their troops for "human sea" breakthroughs. Possibly it would mean the end of all mass armies, conceivably even the end of major wars. The result of this introspection led him to return to Los Alamos—"to do something I knew about"—at first for short periods as a consultant and finally on a leave of absence. This was 1949.

The same intuitive, synthesizing grasp of complexities that made Teller a genius in his profession seems to have been operating this time in his comprehension of world affairs. For 1949 was a decisive point in modern times. That summer the Russians exploded an atomic bomb, shattering the U.S. monopoly on which the security of the Western world was largely built.

'The reasons . . . made me mad'

PRESIDENT TRUMAN, reporting the Russian achievement—which had not been expected for years—to the National Security Council, finished with the simple but comprehensive question, "What do we do now?" The answer, in part, was to junk the "economy budget" and put the nation "in situations of strength" throughout the world. But another part of the answer lay in the super. Could it be built? If so, should it be? And at this point the sense of sin which had haunted the atomic scientists ever since Hiroshima asserted itself in one of the most startling decisions ever made by a sovereign and threatened government. The AEC's General Advisory Committee, made up mostly of leading physicists and chaired by Dr. Oppenheimer, recommended that then and during an indefinite future there should be *no* program on the super: partly because of technical difficulties but chiefly because they felt that the super would be an immoral weapon. And as for the Russians? Their atomic science "imitated" ours, so the reasoning went, and if we did not develop it, neither would they. The AEC commissioner supported these views of their Advisory Committee: not once but twice they rejected the super.

The decision was, of course, a very heavy blow to Teller. Then his disappointment turned to pugnacity. "The reasons they gave just made me mad," he says. The technical difficulties seemed to him to be no different in kind or much different in degree from the normal routine of scientific effort. "A scientific invention," he says, "consists of six (or some number) ideas, five of which are absurd but which, with the addition of the sixth and enough rearrangement of the combinations, results in something no one has thought of before." He felt that the way to solve the technical problems of the super was to work on them, that sooner or later the missing "sixth idea" would emerge. As for the moral argument, Teller was as deeply conscious as anyone of the terrible possibilities of the H-bomb, but he felt that moral and political

CONTINUED ON PAGE 69



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IN H-BOMB DEBATE of 1949 major figures were the late Senator Brien McMahon (left) who wanted a crash program, and J. Robert Oppenheimer who did not. They are shown here during a congressional hearing on AEC affairs.

DR. TELLER CONTINUED

judgments were not properly the concern of science. "The important thing in any science," he has said, "is to do the things that can be done. Scientists naturally have a right and a duty to have opinions. But their science gives them no special insight into public affairs. There is a time for scientists and movie stars and people who have flown the Atlantic to restrain their opinions lest they be taken more seriously than they should be." However, Teller could do very little to make his own opinions effective. The decision had been made in Washington and it would have to be unmade there.

Lewis Strauss, who had been the only dissenter from the decision in the AEC, and Senator Brien McMahon, chairman of the Joint Committee on Atomic Energy, together set about unmaking it. McMahon wrote to the President outlining fully the case for the super and called on him for personal argument. Among some members of McMahon's committee there was talk of bringing impeachment proceedings if the final decision was negative. The President appointed a special subcommittee of the National Security Council, made up of Secretaries Acheson and Johnson and AEC Chairman Lilienthal, to advise him what to do. Strauss, who had been equally busy, became so discouraged at one point that he went to a bungalow his mother-in-law leased at the Beverly Hills Hotel and amidst the incongruous glitter of this Hollywood showpiece searched his conscience during the Christmas season. One night he received a call from the hotel lobby. It was Senator McMahon, who had come to assure him that he was right. Strauss had laboriously reached the same conclusion: they made plans to carry on the fight in Washington with even more vigor.

Their battle came to an abrupt end a few weeks later, but from a sickeningly unexpected cause. On Jan. 27, 1950 Dr. Klaus Fuchs confessed that he had been spying on behalf of the Russians since 1942. Fuchs had been a member of the British scientific mission to Los Alamos toward the end of the war. Moreover he had attended the "Final Conference on the Super" called by Teller in 1946. It thus could be assumed that the Russians not only knew all the wartime A-bomb "secrets," but also knew most of the progress that had been made by this country on the H-bomb.

The President's special subcommittee met and voted two to one for a crash program on the super, with Lilienthal in dissent. They took their decision to the White House, where President Truman concurred and released the announcement that afternoon.

Thus "Edward's monomania" found official sanction. Yet, at this stage, his and his allies' triumph was mainly theoretical. The work itself still had to be done, and Teller set out to enlist other physicists to help. He had already asked Oppenheimer once and been refused; now again he asked him, and was again refused, although one time Oppenheimer volunteered the names of people at Princeton who he thought could be useful. Teller tried them; all turned him down. Almost everywhere he encountered either indifference or active hostility. Early in February, at a meeting of the American Physical Society in New York, 12 of the most distinguished members issued a joint statement: "We believe that no nation has the right to use such a bomb, no matter how righteous its cause. . . . Its use would be a betrayal of all standards of morality and of Christian civilization itself. . . . we urge that the United States, through its elected government, make a solemn declaration that we shall never use this bomb first." This denunciation was soon followed by one from Dr. Einstein who warned that ". . . annihilation of any life on earth has been brought within the range of

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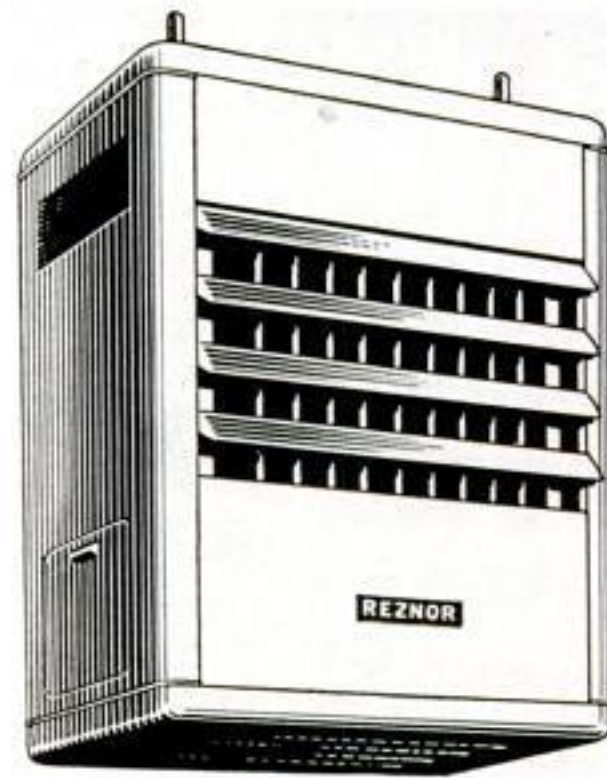
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DR. TELLER CONTINUED

technical possibilities. . . . In the end there beckons more and more clearly general annihilation." Hans Bethe wrote in the *Bulletin* that use of the H-bomb could be "compared to the warfare of Genghis Khan who ruthlessly killed every last inhabitant of Persia."

In an article called "Back to the Laboratories" in the March 1950 issue of the *Bulletin*, Teller pleaded with his colleagues: ". . . To my mind we are in a situation not less dangerous than the one we were facing in 1939, and it is of the greatest importance that we realize it . . . we must realize that democracy will not be saved by ideals alone. . . . The primary responsibility for action lies with the groups directing the policy and foreign relations of our country. To the scientist, at least, it should be clear that he can make a contribution by making the country strong. . . ."

Actually only three leading men joined him, John Wheeler of Princeton, John von Neumann of the Institute for Advanced Study, and Lothar Nordheim of Duke University. (Later, after Korea, Bethe and others turned up.) For the rest of his team he relied mainly on talented younger men. There were technical discouragements too: some of the earlier calculations were repeated more thoroughly and put the whole project in doubt. Even a year later, when the first "thermonuclear device" was approaching the test stage and someone asked Teller, "Will it work?" he had to admit that he didn't know. "But you didn't know *that* five years ago," the questioner pointed out. "True," Teller answered, "but now we don't know on much better grounds."

Moreover, even if this "device" worked, there was no way in sight of developing it into a really practicable weapon. Ordinary hydrogen atoms, although they fuse in the sun, cannot be made to do so under any conditions attainable on earth. Teller's calculations involved the use of special "heavy" forms of hydrogen called deuterium and tritium, and these had to be kept liquefied by means of cumbersome refrigeration equipment. The result was less a bomb than a "contraption," as Oppenheimer has called it, which could be carried in a ship's hold and thus conceivably be used against enemy ports, but which was too big to be carried in any airplane built or planned.

During the latter part of 1950 Dr. Stan Ulam, a Los Alamos mathematical physicist, was working on a paper on certain theories indirectly related to this problem. Teller got into a conversation with Ulam about it. Not long afterward something they had discussed touched a spark. That evening, as he and Frederic de Hoffmann were leaving the office, Teller said absently, "I think I have an idea." De Hoffmann recalls that he thought nothing of this at the time, "because, after all, Edward is always having an idea. But the next morning he came in to me and said, 'Freddie, I think I really have something. Stick some figures into it.' He told me about it and I started to work with my desk calculator. The answer came out right."

What Teller had thus casually and undramatically thought of was the missing "sixth idea" for his invention: an idea which disposed of all the technical and manufacturing difficulties and converted the "contraption" into a deliverable bomb as versatile as the A-bomb.

For technical reasons it was still desirable to go ahead with the test of the original device and this was done in May 1951. The next month the AEC called a meeting at Princeton, at which Oppenheimer presided, to examine Teller's "new concept." The result was general enthusiasm in which Oppenheimer joined, and it was decided to push ahead with a full-scale test as soon as possible.

Therein, however, as it turned out, lay an ambiguity which led to a fresh crisis in Teller's relations with his colleagues. Dr. Norris Bradbury, director of Los Alamos, and his division heads adopted a production schedule for "Mike," as the new device was code-named, which to them seemed efficient but to Teller seemed much too conservative. In the ensuing and growing disagreement, tempers were rubbed raw. Finally there was a definitive showdown in which Teller demanded that the target date for the test be moved ahead. Bradbury refused, and Teller thereupon resigned. "This is *not* a crash program," he commented bitterly to a friend. "They don't need me—I'm leaving."

Not only did he leave but, with the backing of his Washington allies, he persuaded the AEC to set up a new weapons laboratory especially designed for thermonuclear research. This was established the following year at Livermore, Calif., as an adjunct to the University of California Radiation Laboratory, which was under the direction of Teller's friend, Dr. E. O. Lawrence. The new lab contributed nothing to Mike, which was completed at Los Alamos and tested successfully at Elugelab in November 1952—by then the place barely existed as a going concern. However, to Teller that fact was unimportant. "There are three ways to encourage

CONTINUED ON PAGE 72

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WORLD KNOW AND TRUST
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TELLER "SOUNDING BOARD" is what Physicist Frederic de Hoffmann (right) calls himself. He is shown with his wife (background) visiting Tellers.

DR. TELLER CONTINUED

initiative," he has said. "One is to cut off people's heads as they do in Russia. Another is to subject people to public criticism, which is impossible in such secret work as this. A third way is to set up competition. This is Livermore's most valuable function: simply to be a competitor."

At the time of the Mike blast, Teller was too busy helping at the birth of the new laboratory to attend in person, and he "saw" the explosion instead on the seismograph of the University of California. (His comment was, "That's very nice.") As for his being "the father of the H-bomb," he has said, "It is true that I am the father in the biological sense that I performed a necessary function and let nature take its course. After that a child had to be born. It might be robust or it might be stillborn, but *something* had to be born. The process of conception was by no means a pleasure: it was filled with difficulty and anxiety for both parties. My act—and my leaving—aroused the emotions usually associated with such behavior."

Teller's fission from Los Alamos was not final or complete. He made himself available for advice when it was wanted and returned from time to time for consultations, as he still does. Relations between the two laboratories are good, and there is full exchange of information and considerable visiting back and forth by staff members. Following the success of Mike, there was an effort, mainly at Los Alamos, to simplify its construction still more and to develop it into a family of weapons comparable to the A-bomb family. This has been entirely successful.

Teller's work was complete. He had added in a fantastic measure to the power and security of the U.S. It had been for him a process filled with discouragements, anxieties and many painful experiences, but which at the same time stimulated his mind and emotions fully and carried with it, in the end, a deep personal satisfaction. But the story was to have a sequel which would bring him no satisfaction at all and disturb him more than almost any experience of his life. He was called upon to testify in the Gray board hearings "In the Matter of J. Robert Oppenheimer."

His emotions were extremely complex. He did not believe, in the first place, that the questions that had arisen about Oppenheimer were properly a matter for a "security" hearing which would carry with it connotations of disloyalty. On the other hand he had been increasingly disturbed by decisions and advice which Oppenheimer had given in his official capacities, which were so widely distributed as to give him a dominating position in atomic matters and U.S. physics generally. Again and again, and not merely on the H-bomb development, he had thought Oppenheimer wrong, until at last he had begun to have very grave doubts about his judgment, if not his motives. If asked, it would be his duty to say as much; but the idea was repellent to him. He knew that his own prestige was now so great that his testimony would be given much weight. To contribute to Oppenheimer's possible ruin was antipathetic to his nature, a nature which, where other human beings are concerned, is extremely compassionate.

Last April 28, in the small room at the Atomic Energy Commission building where the hearings were being held, Teller took his place as witness. Behind him, sitting on a leather davenport, was Oppenheimer, his old antagonist, a man he now deeply pitied. Teller paid tribute to Oppenheimer's talents, especially his "very

CONTINUED ON PAGE 74



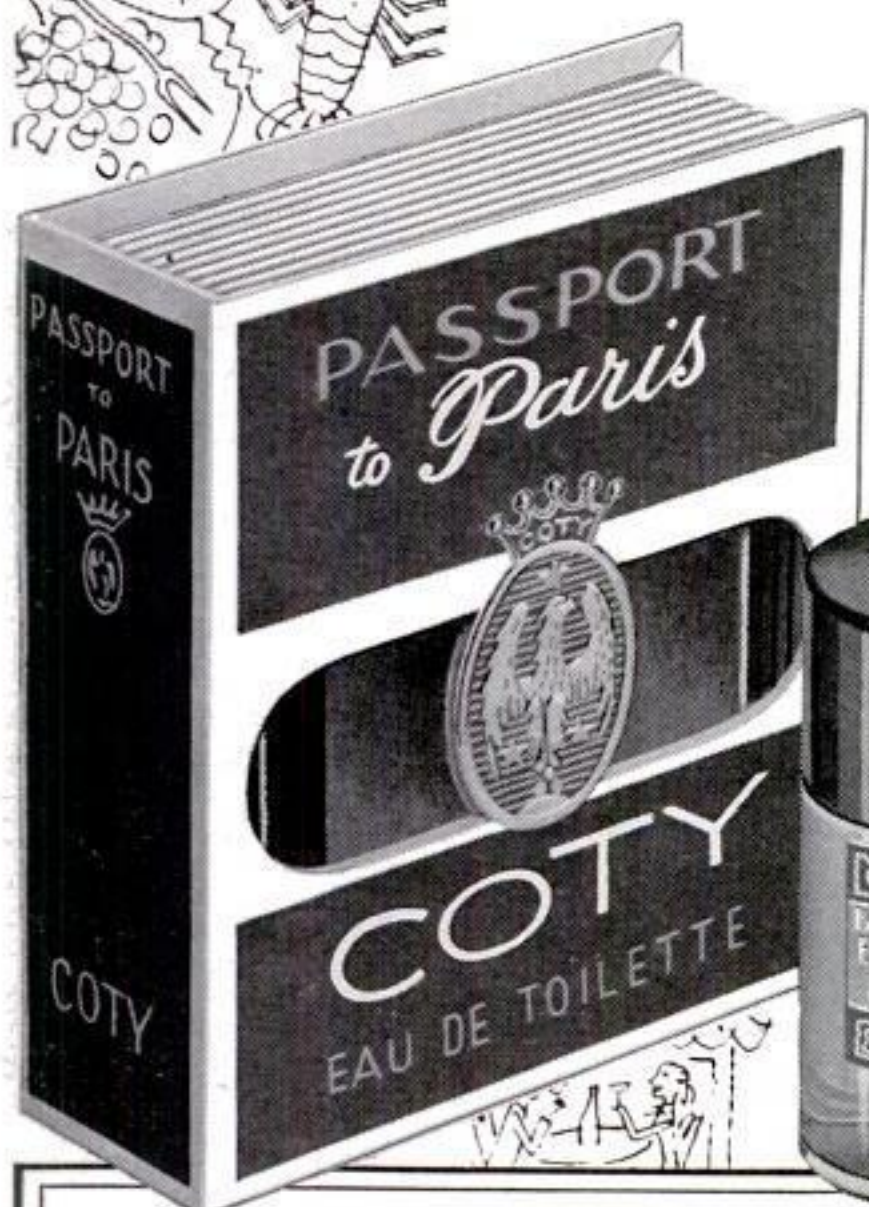
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DR. TELLER CONTINUED

outstanding achievement” as the wartime organizer and director of Los Alamos. He said moreover, “I have always assumed, and I now assume, that he is loyal to the United States. I believe this, and I shall believe it until I see very conclusive proof to the opposite.” But he added in reply to the next question, “. . . I thoroughly disagreed with him in numerous issues and his actions frankly appeared to me confused and complicated. To this extent I feel that I would like to see the vital interests of this country in hands which I understand better, and therefore trust more.” He also recounted the history of the H-bomb and gave his opinion that if Oppenheimer had thrown his prestige behind it the success could have been achieved years earlier. He went on to say, most damagingly, that “. . . if it is a question of wisdom and judgment, as demonstrated by actions since 1945, then I would say one would be wiser not to grant clearance.”

At the close of his testimony he rose and turned to meet Oppenheimer's eyes. He stepped forward and said, “I'm sorry.”

Oppenheimer answered, “You only did your duty.”

They shook hands, and Teller said, “Good luck.”

Oppenheimer looked at him oddly and answered, “After what you've just said, I don't know what you mean.”

“And the terrible thing,” Teller says in remembrance, “was that I don't think he did know what I meant.” He turned away, his shoulders heavy, and limped slowly from the room.

TELLER today, in the summer of 1954, is a man physically and emotionally depleted. He has worked beyond the limits of common sense, and his resiliency, although still exceptional, shows its diminution in the effortful, almost dragging quality with which he forces himself on. The emotional drain of nearly a dozen years' conflict was capped by the Oppenheimer case; only to be capped again by its aftermath. Nearly the whole community of physical scientists rallied behind Oppenheimer, attacked the recommendations made by the Gray board and the AEC, and inferentially and sometimes directly denounced those who, as Teller did, had denounced him. Some of Teller's old friends are charitably puzzled; others are bitter.

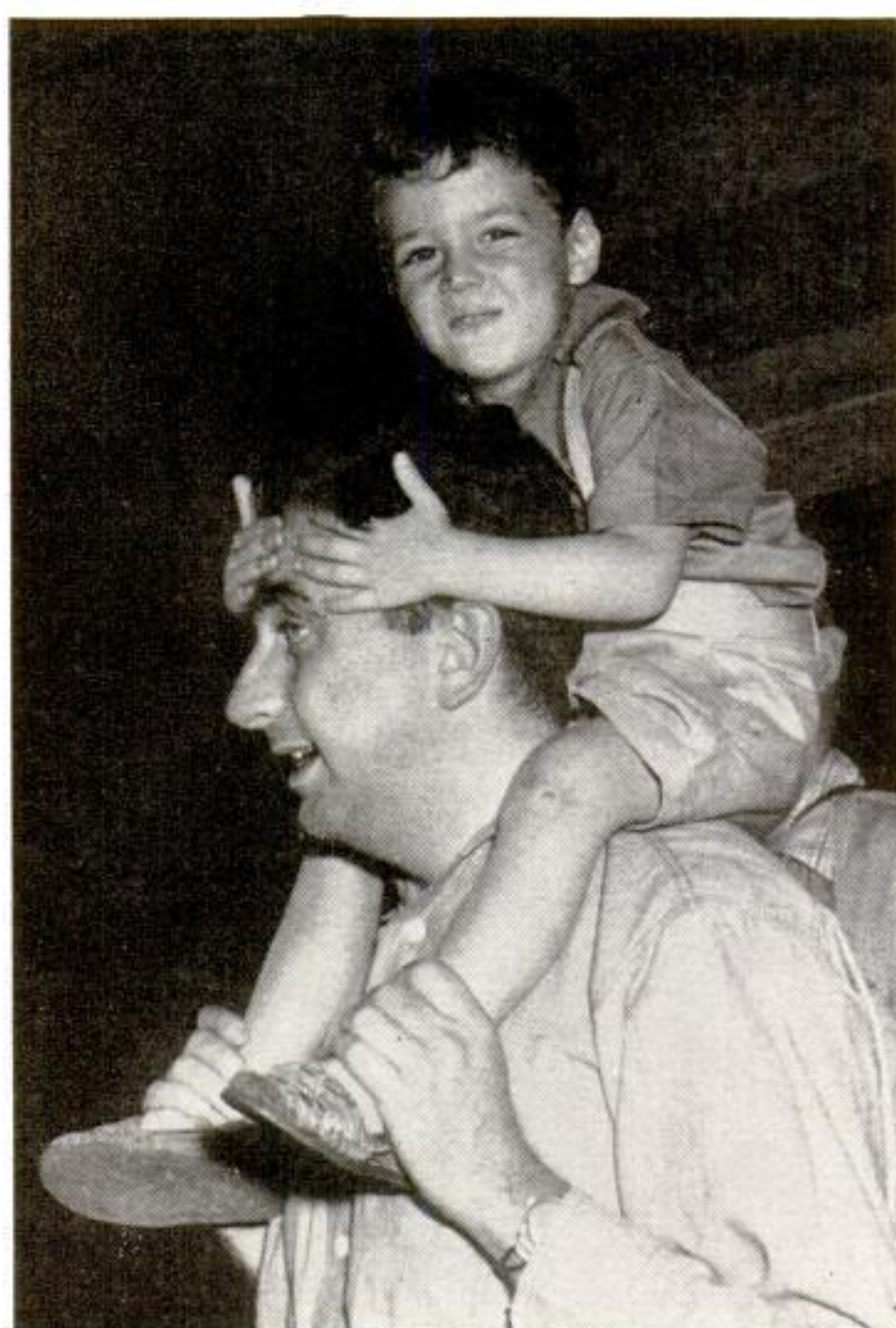
Teller, who has spent a gregarious life among the physical scientists and who has always cherished his friendships with them, has found this animosity very hard to bear. But what is more serious is the pressure of his own conscience; was he being morally and intellectually honest when he in effect condemned Oppenheimer because, he said, “his actions . . . appeared to me confused and complicated”? Had he inadvertently been guilty of

endorsing what he himself feared most: intolerance, the limitation of debate, the punishment of a man for what was an honest mistake? Teller was immensely relieved when the AEC commissioners, in their review of the Gray board recommendation against reinstating Oppenheimer's security clearance, dismissed Oppenheimer's lack of “enthusiasm” for the H-bomb as immaterial. But Teller's own role in the case has continued to trouble him.

Tired of controversy, duty and anxiety, Teller is perhaps most of all tired of weaponizing. At 46, long past the age when most men make their important contributions to physics if they have any to make, he realizes that he has been away from “basic physics” almost since he first became qualified to enter it. Sitting in his room recently at Los Alamos, where he was spending a fortnight helping on still more and newer weapons problems, he discussed what he hoped could be his future. “Everybody now wants to discover universal laws which will explain the structure and behavior of the nucleus of the atom. But actually our knowledge of the elementary particles that make up the nucleus is tiny. The situation calls for more modesty. We should first try to discover more about these elementary particles and about their laws. Then it will be the time for the major synthesis of what we really know, and the formulation of the universal law.

“It is like the difference between a specialist and a philosopher. A specialist is someone who knows more and more about less and less until at last he knows everything about nothing. A philosopher is someone who knows less and less about more and more until at last he knows nothing about everything. Physics is now too philosophical. In my work I would like to reverse the process, and to try to limit the things to be found out and to make some modest discoveries which may later be useful.”

This unpretentious ambition is consistent with Teller's personal philosophy. He has no religious convictions: regarding the comprehension of God which is equally the goal of philosophy and physics, he has said, “I try to make a point not to talk about things I don't understand—at least the things I do not understand at all.” But he is guided in ethics by the same pragmatism he brings to science: “We know a lot because we as a species have lived and behaved a lot.” He finds himself most in tune with that very modest philosopher, Lao-tse. “He is not dogmatic, and he does not go in for big, universal ideas. For instance, I like what he says about failure and success, ‘Failure is the foundation of success and the means by which it is achieved. Success is the lurking place of failure; but who can tell when the turning point will come?’”



RHYME FOR SON was begun by Teller when Paul (above) was 4. He first wrote rhymes for A and B:

A stands for atom; it is so small

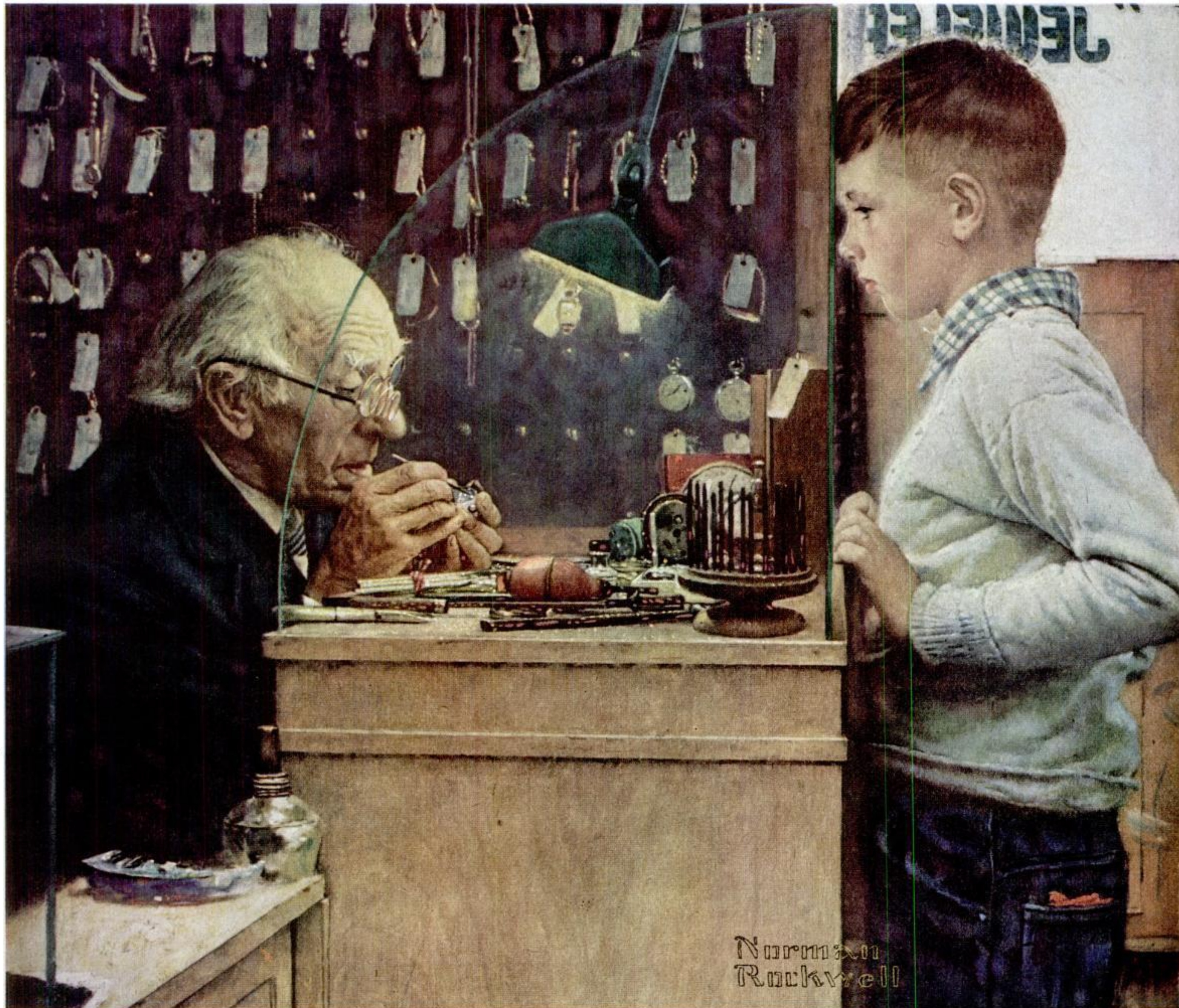
No one has ever seen it at all.

B stands for bomb; the bombs are much bigger,
So, brother, do not be too fast on the trigger.

Later Teller added a rhyme for H:

H has become a most ominous letter.

It means something bigger if not something better.



IT'S WATCH INSPECTION TIME, SEPTEMBER 9-18.

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To a watchmaker, your watch is like a living thing. His world is as tiny as the watch he is working on—and as large as the history of recorded time.

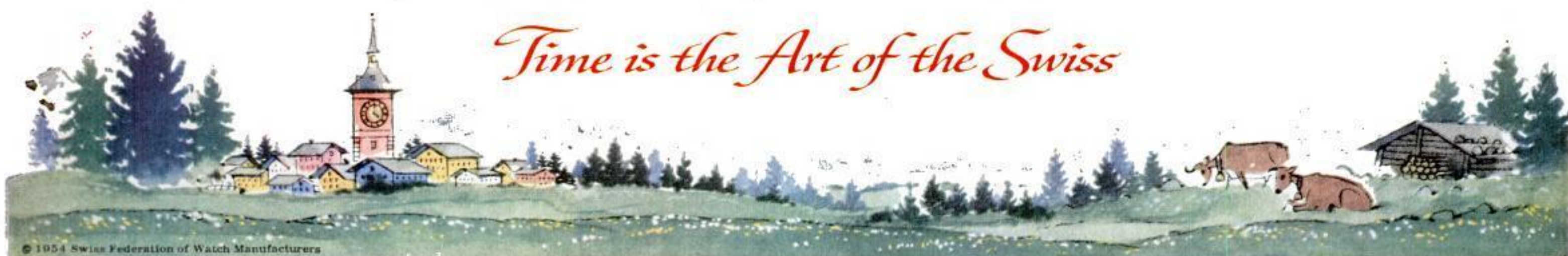
Your watch ticks 432,000 times a day—as the lever jewels strike the escape wheel. The constancy of this heartbeat determines the accuracy of your watch, the big difference between a fine Swiss jeweled-lever watch and an ordinary

watch. For a fine Swiss watch is painstakingly precisioned—from the balance wheel that travels 3600 miles a year to the tiniest screw, no bigger than this period →.

Whether you're buying a new watch, or having a watch serviced, your jeweler will show you what Swiss craftsmanship means to you in beauty, accuracy, value—and in the ease and economy of servicing. No wonder 7 out of 10 jewelers wear fine Swiss watches themselves! *For the gifts you'll give with pride, let your jeweler be your guide.*

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You can make any of these with Bisquick... because the ingredients that start almost all baking are right in Bisquick...measured and blended so perfectly it's close to magic. That's why Bisquick helps you all these ways we've pictured here ...and why anything you make with Bisquick turns out so light and good.”

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SHORTCAKE



NUT BREAD



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DUMPLINGS



PINEAPPLE UPSIDE-DOWN CAKE



COFFEE CAKE



MEAT PIE



MUFFINS

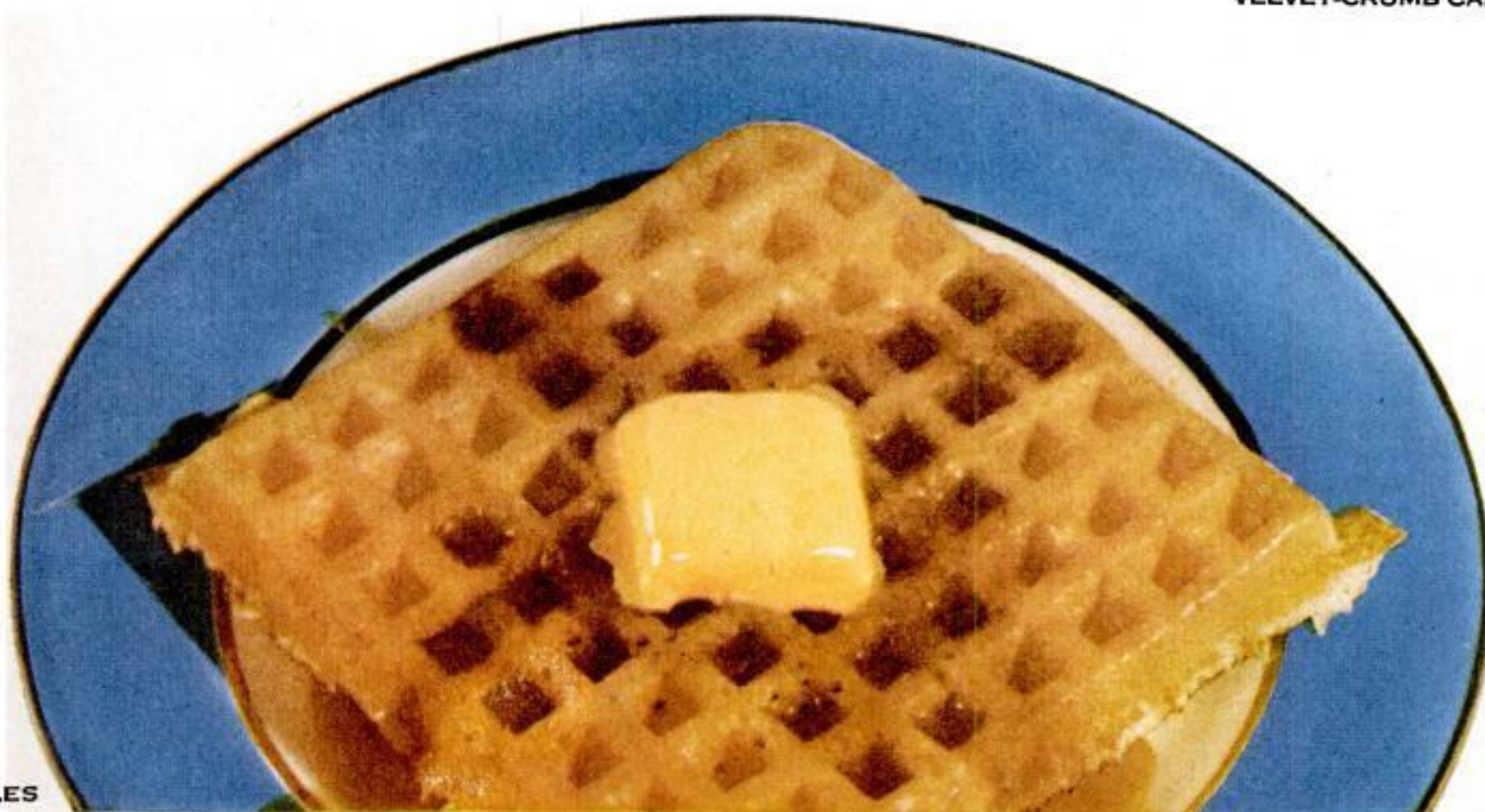


COOKIES



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Oven so big
it cooks 10-lb. roast,
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Takes up to 16 inches less width than a 40-inch range. Yet it has practically every big-range cooking feature you can imagine.

Newly designed automatic oven timer lets meals cook without attention. Pushbuttons click on exact heats. Famous "Focused Heat" broiler cooks meats the delicious "charcoal" way. EXTRA-Hi-Speed unit gives speedy cooking starts.

Wide, floodlighted oven. Easy to clean.

Surface units are widely spaced to allow for big pans—hinged so you can lift out drip pans. Indicator light shows when oven is preheated, 2 appliance outlets—1 timed, big storage drawer, full-length fluorescent lamp over cooktop.

Your G-E dealer is in classified phone book. General Electric Company, Appliance Park, Louisville 1, Kentucky.

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Where room is limited, use the space you save with a Spacemaker for an extra cabinet or snack bar. In a larger kitchen, the compact Spacemaker can make possible an on-the-spot freezer or other appliance.

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Cook with pushbuttons. Click them on with a fingertip-touch, even when your hands are full or wet. Exact, even heats, warm to hi-speed. Nothing to turn or adjust.



Newly designed! Automatic oven timer. Easy to use. Two simple clock settings and heat goes on, does cooking, goes off without attention. Safe to leave as your electric refrigerator.



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NEW LEADERS IN THE CHRISTIAN WORLD

Council of Churches turns its touchy theological problems over to members for further debate

Before a huge banner showing the symbolic ship of Christendom sailing over the rough waters of the world, a new slate of presidents took over the tough problem of Christian unity as the World Council of Churches neared the end of its 17-day second assembly at Northwestern University in Evanston, Ill. The new presidium, like the old one, has members from all parts of the world in accord with the ideal of *oikoumene*, a Greek word whose English derivative is "ecumenical," meaning "worldwide." One of the new presidents, Bishop Otto Dibelius of Germany, was not present when the photograph above was taken but his place was filled by Bishop George Bell who had been named an honorary president.

There were two weeks of intense but friendly discussion on the main theme, "Christ, the Hope of the World." But when the debate ended without agreement on the relationship between hope here-and-now and the hope of Christ's Second Coming (LIFE, Aug. 30) the delegates recommended that a 51-page report be sent out to member churches for further study. The question of communion (p. 82) was also one of deep concern. Because of varying beliefs communion services during the meeting had to be held according to five different rites, prompting one delegate to declare, "This shows that we are still only engaged. When we can all receive communion together, then only can we consider ourselves really married."

MEAT SITUATION

September, 1954

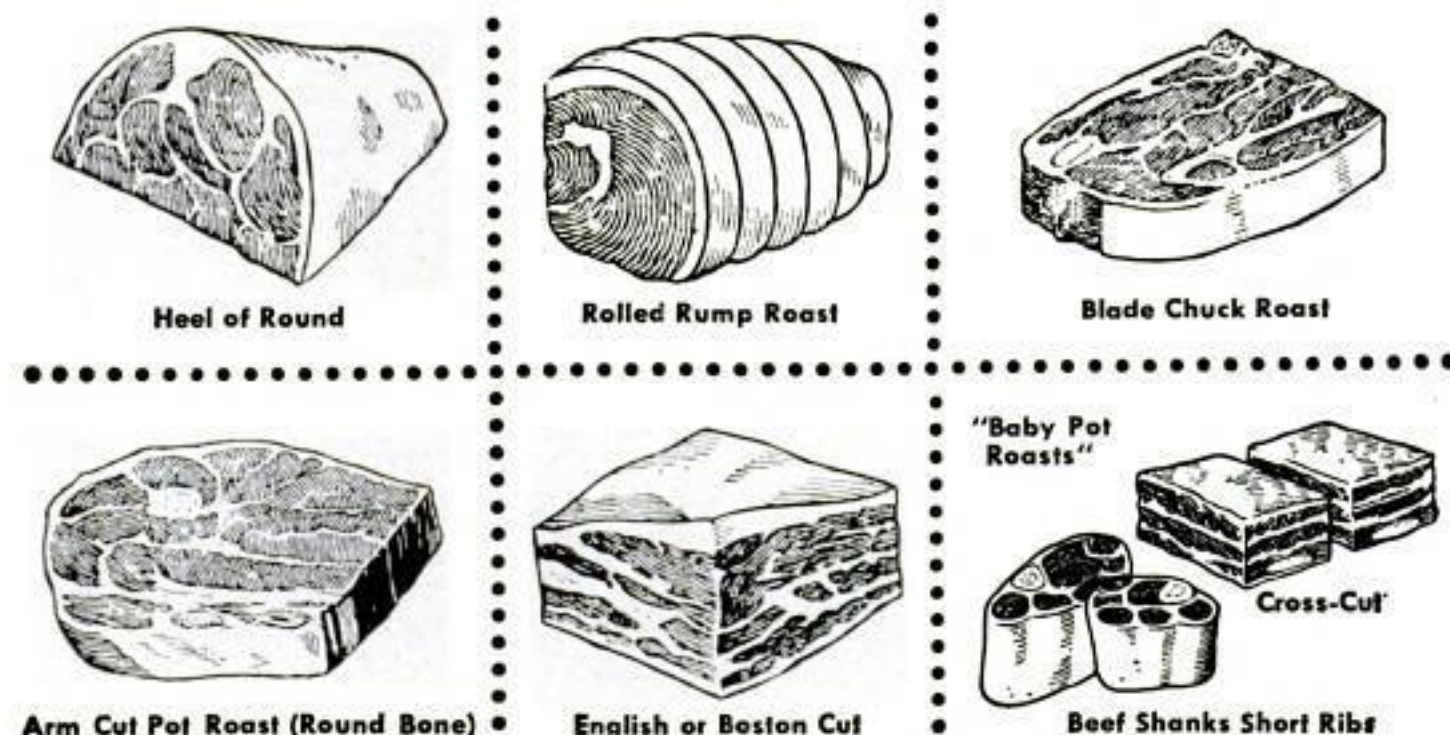
September's a great month for meat shoppers. There's good news from one end of the meat counter to the other—as the fall marketing season brings more pork, more veal, more and still more beef and many price tags displaying smaller figures.

End of grazing season brings start of "braising season." Out where the beef begins, cowboys are rounding up the yearlings, getting them aboard fast "beef expresses" that carry them from range to packing plant. Already big supply, getting still bigger, is expected to equal or break last year's all-time record.

Meat markets everywhere are set to keep this extra beef moving onto tables as fast as it moves into their counters. Most will be featuring, in their ads and displays...

Bargains in beef. Look for especially good values in hamburger and in cuts for braising (moist-heat cookery). Plan more meals around pot roast, Swiss steak, stews, hamburger.

Good Picks in Pot Roast



A larger-than-usual share of the leaner beef we get in the fall is sold as hamburger, ground chuck, chopped steak.

It's good to remember that in a bun, in meat balls, meat loaf, spaghetti sauce or in your favorite skillet meals or casserole dishes, hamburger is every bit as nourishing as the choicest cut of steak, and you save several cents a pound.

Veal, like beef, is also more plentiful than last year at this time. Good buys in most stores: Shoulder chops and roasts, veal stew, pocket roasts.

Pork is more plentiful than during the summer months and prices are moving downward. Larger pig population on farms, now ready or soon to be ready for market, is indication that trend to greater values will continue during months ahead.

AMERICAN MEAT INSTITUTE

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CANTERBURY ROBES...

...AND DISROBES

Geoffrey Fisher, Anglican Archbishop of Canterbury and one of the council's retiring presidents, puts on vestments for a processional. He picks up a cincture to tie around his waist (top), pulls down a white linen rochet over his purple cassock, adjusts pectoral cross back of neck and finally puts on his velvet Canterbury's cap as a finishing touch.

Going into reverse when procession is over, archbishop folds up his chimere, a scarlet, sleeveless coat worn over the rochet (top), pulls off his rochet, folds up his cassock and finally adjusts his clerical collar and rabat, or bib. Usually the archbishop wears knee breeches and gaiters or leggings, a carry-over from the days when English clergy rode horseback.

CONTINUED ON PAGE 82

Tired of shoveling?



Tired of big fuel bills?



Tired of uneven heat?



...it's time to install **AMERICAN-Standard** Hot Water Heating now

For fast, clean, even, economical heat this winter and for many a winter to come, install completely automatic American-Standard hot water heating now!

You'll get dependable heat year after year, for every American-Standard boiler is made of corrosion-resistant, pressure-tested cast iron to provide the longest service you've ever seen. And remember there's an American-Standard boiler to fit your

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Get set for next winter's cold weather now! Let your American-Standard retailer install your new boiler before cold weather sets in. He's listed in the Yellow Pages of your phone book under "heating equipment." Ask him about convenient time payments. **American Radiator & Standard Sanitary Corp., Dept. RL-94, Pittsburgh 30, Pa.**

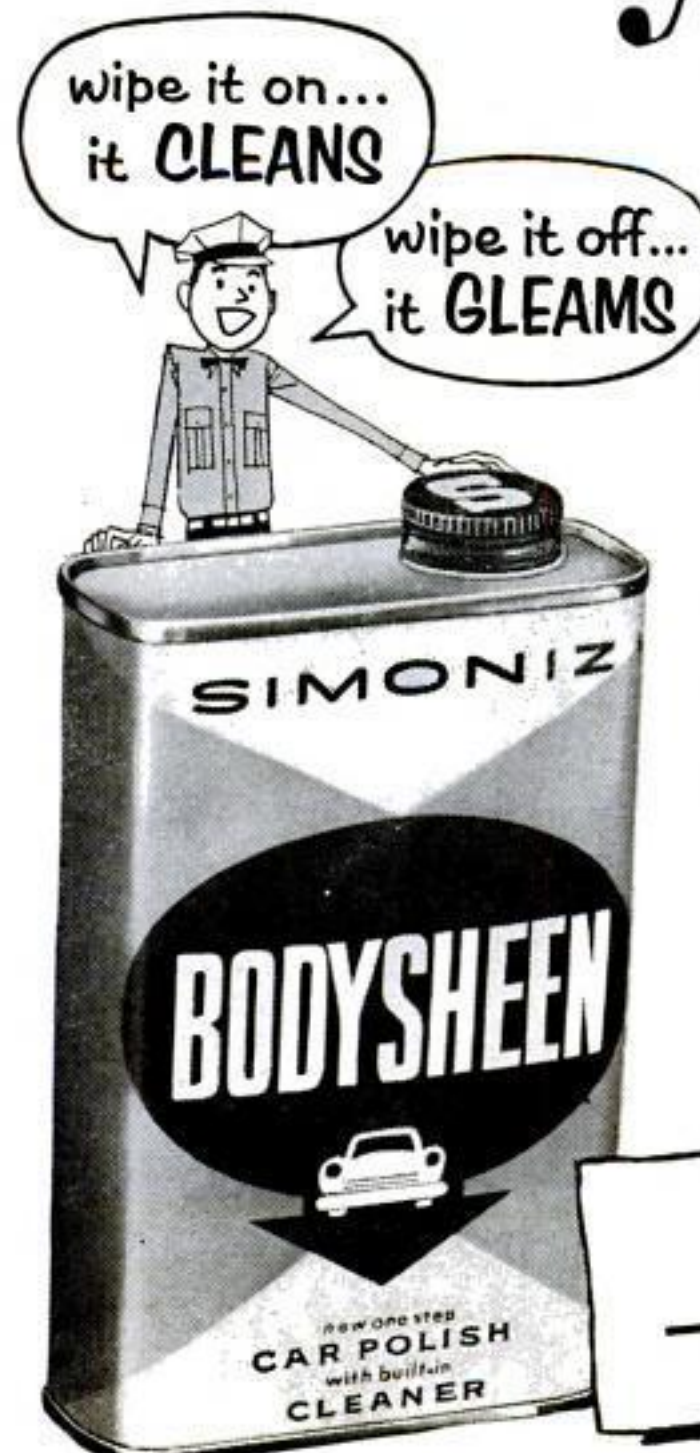


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BODYSHEEN®—new Simoniz one step polish locks out rain and dirt... locks in color and shine!

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*If car is exceptionally dirty, remove heavy layers of gritty dirt with clear water.

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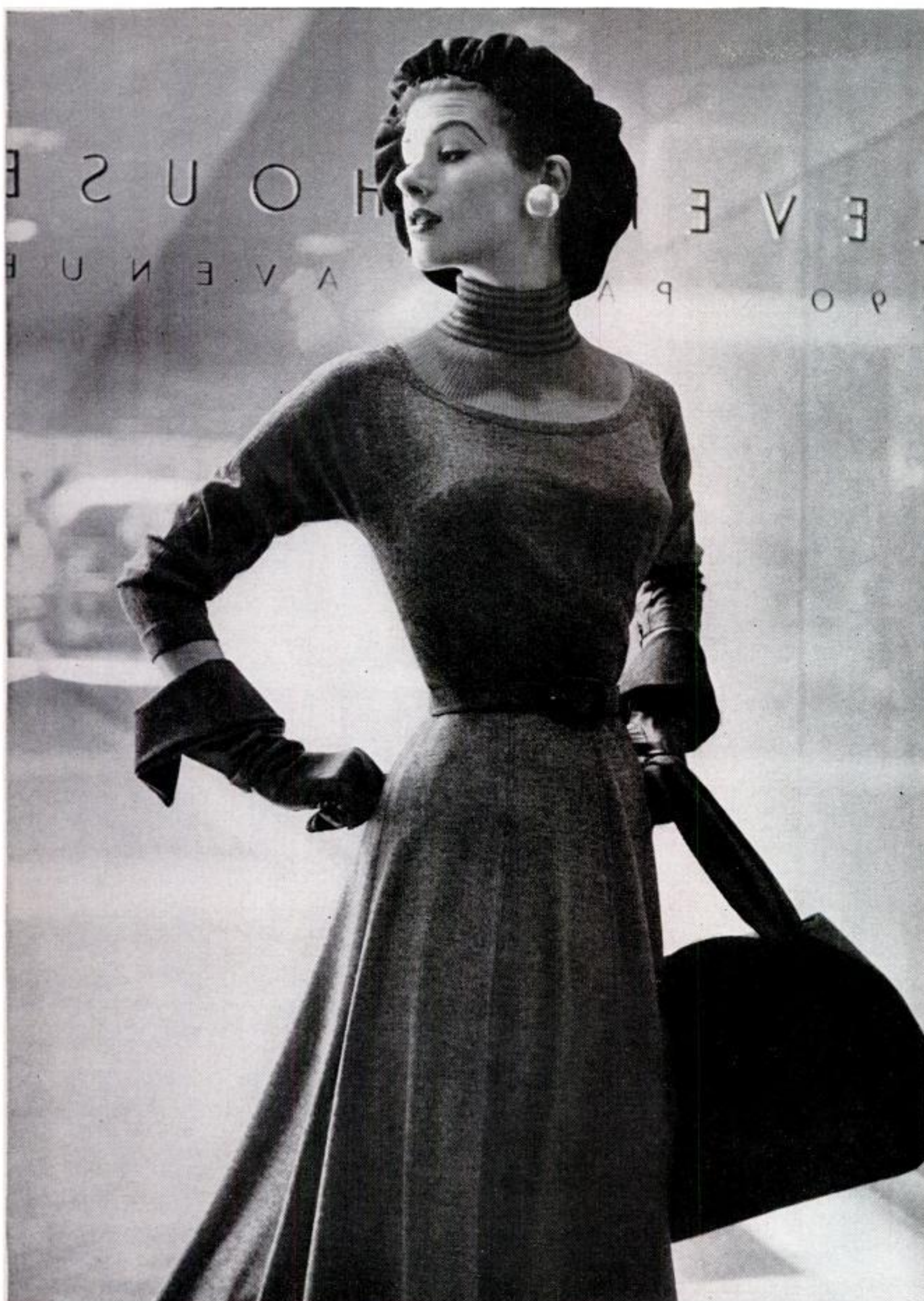
Church Council CONTINUED



THE FEMININE VIEWPOINT was eloquently expressed at assembly by Mrs. D. T. Niles of Ceylon (left), Mrs. Rena Karefa-Smart of Africa (center) and Dr. Kathleen Bliss of London. Disappointed that only 38 of the 600 delegates were women, they asked for greater feminine representation in future.



HOLY COMMUNION was offered to all delegates in the Methodist Church (above) and also in the Episcopal Church. But the Greek Orthodox Church offered sacred wafer only to its own members and the Lutheran Church only to those who believed in the "actual presence" of Christ in the bread and wine.



← **RIB-KNIT** turtle neck gives smart jumper effect to Sacony wool jersey dress with spreading fluted skirt. This costs 22.95.



FLEXIBLE WAISTBANDER, famous Sacony feature, makes this wool jersey fit without waistline alterations. Dress is 19.95.

Sacony packs value into jersey

SWEATER-TOUCH DRESSES BOON TO FASHIONABLES ON A BUDGET

Not since the early days of Chanel, back in the 20's, has there been such a fever of excitement over jersey. This is due partly to the fact that Chanel's "Paris Comeback" collection was full of jersey. But also, behind the rejuvenation of jersey is the sound fact that no fabric offers as much for the money. Working with good worsted jersey, Sacony has produced a collection of dresses that look considerably more costly than they are. One reason for this (and a refreshing Sacony innovation), is such sweater detailing as ribbed turtle necks and knitted waistbands running throughout the collection. Women whose problem is looking well-dressed on a slender budget would do well to visit stores this week for a closer look at these dresses. Any one would make a good season-starter, and go on to out-distance many a higher-priced entry in the Fall fashion picture. The dresses come in misses and petite sizes. For store names, write Sacony, College Point, N. Y.

TWO-PIECE DRESS is wool jersey with sweater-rib front, can be worn with blouse for suit look. Sacony price is 29.95.

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4-WAY RELIEF WITH
Rexall **BISMA-REX**

This speedy antacid acts in 60 seconds, yet prolongs your relief because the ingredients are formulated to vary in the time required for solubility. This exclusive "relay" action quickly neutralizes excess acidity, eases heartburn and gastric distress, and leaves a soothing coating on irritated stomach membranes.

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Bisma-Rex Gel, liquid. Half-pint. \$1.19
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Rexall Monacet Tablets. Pain-relieving Aspirin-Phenacetin-Caffeine compound; helps relieve cold symptoms, discomfort. 12's.19¢
Rexall Plastic Quik-Bands. Flexible, flesh-color, waterproof bandages. 33's.39¢
Rexall Fungi-Rex for Athlete's Foot. Quick relief; clean, greaseless. 1 1/2-oz. tube.75¢
Aerosol Fungi-Rex, 4 ounces.\$1.59
Rexall Cotton Balls. Sterile. 65's.35¢
Rexall Saccharin Tablets. Sugar substitute. 1000 1/4 grain, reg. \$1.08, now only.79¢
1/2 grain, reg. \$1.26, now only.89¢
Rexall Pro-Cap Adhesive Tape. Special adhesive makes it less irritating than ordinary adhesive tape. 5 yds., on spool 1/2" wide.23¢
Rexall Skin Antiseptic, 1 ounce.33¢
Rexall Quik-Pads. 2 x 2" gauze. 12's.30¢
Rexall Eyelo. Soothes, relieves tired, irritated eyes. With eye cup. 8 ounces.69¢
Rexall Poison Ivy Lotion soothes, curbs spreading. 5-ounce Aerosol foam.\$1.69
Aerosol Rex-Salvine. Soothes minor burns and scalds. Antiseptic. 5 ounce.\$1.39
Elkays Aerosol Moth Proofer. Kills both moths and eggs in minutes. 12 oz.\$1.95
Rexall Extra-Heavy Mineral Oil effectively relieves constipation. Odorless, tasteless, non-fattening. Pint, only.69¢
Rex-Way Bathroom Scale. Records up to 250 lbs. Easy-to-read flat dial. Convenient zero-set assures continued accuracy.\$6.95
Kantleek Deluxe Hot Water Bottle. Guaranteed for 5 years. Red rubber. Holds more than 2 quarts.\$3.25
Rexall Stork Nurser. Complete baby-feeding unit. Prepare day's feedings in advance, store in refrigerator until ready to heat and use. 8-oz. bottle. Simple to use; remove the cap; feed the baby. 35¢ each.3 for \$1.00
Kantleek Nose and Throat Atomizer. For oils, aqueous or alcohol solutions.\$2.29
Rexall Hygienic Powder. Makes solution for use as spray or gargle. May be used in Kantleek Nose & Throat Atomizer. 6 oz., 75¢
Adrienne Hair Brush, professional style. Nylon bristles, plastic back. 98¢ value.87¢

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Rexall Remedies for Coughs and Colds



REXALL Mi-31
Rexall's all 'round anti-septic mouth-wash and gargle. Kills contacted germs in 30 seconds, when used full strength—or in 3 minutes when diluted with an equal amount of water. Amber-color. Economical full pint, 79¢
Rexall Mi-31 Throat Tablets, 24's.25¢



REXALL ASPIROIDS with ANTIHISTAMINE
Easy-to-take tablets for quick relief from cold symptoms. Keep a supply on hand, ready to take at first sign of cold or sniffles, to help relieve simple headache, minor muscular pains and other discomforts associated with colds. 30's.98¢
Rexall Aspiroids. Similar formula without antihistamine action. 36's.79¢



REXALL LIQUID CHEST RUB
Creamy liquid that quickly relieves surface congestion and minor soreness associated with colds. Gives more pleasant relief than greasy ointments because it penetrates deeper. Non-greasy, easier to apply and won't stain clothes. May be used in steam vaporizer. 2-ounce bottle.79¢



REXALL LOZOTHTRICIN
Cherry-menthol flavored lozenges that soothe and help relieve coughs due to colds. Contain both aspirin and Tyrothricin. Aspirin relieves pain and eases soreness, while the antibiotic action of Tyrothricin inhibits the growth of many bacteria. 12 lozenges.69¢

September Savings

1/2 Price Special on CARA NOME CREAMS

7 1/2-oz. Jars
Regularly \$2.50
NOW ONLY \$1.25

Cara Nome Cold Cream effectively loosens make-up for easy removal. Rich texture, non-vanishing. Smooth, creamy, cooling. Wipes off easily.

Cara Nome Special Dry Skin Cleansing Cream is especially recommended for dry or thin skin. Cleanses and lubricates thoroughly but gently. Mild and safe for most sensitive skins.

Cara Nome Cleansing Cream liquefies readily, cleanses quickly and effectively. Pure, mild; tissues off easily—no heavy rubbing is required.

Cara Nome Skin Cream. Massage this rich cream into your skin; leave on overnight if you wish. Lubricates; helps to keep your skin soft, smooth and youthful looking.

Cara Nome "Natural Curl" Permanents.\$1.50
Cara Nome Color Shampoo, 1-oz. bottle.\$1.25
Cara Nome Make-Up Stick, 5 smart shades.\$1.50
Cara Nome Hand & Body Foam, fluff-lotion.\$1.25
Cara Nome Permacreme Lipsticks.\$1.10



Reg. 59¢
NOW
2 for 79¢

REXALL De Luxe TOOTHBRUSHES

Now... buy 2 brushes and save 39¢! Long-lasting Hyzon bristles in six styles or natural bristles in two styles. Soft, medium or hard textures. All medically approved. Each toothbrush is packed in a transparent, sanitary container.

Junior Toothbrush, 39¢ value, 2 for 59¢ Child's Toothbrush, 29¢ value, 2 for 39¢

TAKING VITAMINS? YOU GET 10 IMPORTANT VITAMINS PLUS B₁₂, LIVER AND IRON, IN REXALL PLENAMINS

More than your minimum daily requirement of all vitamins with known minimums, plus 3 important extras! Yet

Plenamins cost only pennies a day. 144-day supply, \$7.95; 72-day supply, \$4.79; 36-day supply, only \$2.59



REXALL OROTHRICIN MOUTHWASH

Antiseptic-antibiotic mouth-wash and gargle. Penetrates deeply, gives more complete coverage. Hygienic action sweetens breath, while the antibiotic action of Tyrothricin inhibits the growth of many bacteria in the mouth. Half-pint bottle.98¢



REXALL CHERROSOTE COUGH SYRUP

A time-tested, dependable cough syrup that fights coughs due to colds two ways: relieves "tickling throat"; loosens phlegm. Local anesthetic action quickly relieves throat irritation and discomfort. Half-pint bottle.98¢



REXALL ANAPAC

For quick, effective relief from cold symptoms and discomfort in all stages—from warning sniffles to the aches and pains of a fully developed cold. Combines antihistamine—to fight cold in early stages—and APC (Aspirin-Phenacetin-Caffeine) for relief from pain in later stages. 15's.49¢ 36's.98¢



REXALL NASOTHTRICIN

Double-action nose drops containing both a vasoconstrictor and Tyrothricin. Vasoconstrictor relieves nasal congestion with shrinking action, while Tyrothricin's antibiotic action inhibits the growth of many bacteria. 1/2-oz. bottle, dropper.69¢

You Can Depend on Any Drug Product that Bears This Name **REXALL**

at **REXALL** Drug Stores

Save on Back to School Specials



\$2.50 Value
Only \$1.69

Leather ZIPPER BINDER

Genuine cowhide, 2- or 3-ring binder in rich brown. Three roomy pockets, 1 with zipper. Top edges bound for longer wear. Double triggers; ring guard.



Package of 12,
Only 29¢

Belmont "BIG VALUE" LEAD PENCILS

A real buy! You pay less than 3¢ each with this big package of 12 top quality pencils. Assorted colors, medium lead, eraser-tipped.



GALLANT WRIST WATCHES

Handsome jeweled Swiss watches for men or boys. Leather straps, luminous dials, sweep second hands, unbreakable crystals. Super shock-resistant, anti-magnetic

CHROME, Reg. \$6.95 Now... \$4.99

DURA-GOLD, Reg. \$7.95 Now... \$5.99

Stratford Retractable BALL POINT PEN

Smart, smooth finish. Your choice of blue, black or maroon with gold trim. Quick-drying, non-smudging ink. Push-button top.

Student's Brief Case, 16"; 3 roomy compartments; lock and straps... \$2.98
Cascade Pen & Pencil Set, Handsome gold trim; choice of smart colors. \$2.50 value... \$1.19
Belmont Pencil Tablet, "Big Count," 125 sheets, 8" x 10", guide rulings. A buy for only... 25¢



Plain dial \$2.59
Luminous dial \$2.95

Colby POCKET WATCH

Economy-priced time-piece for students and teachers. Has second hand. Accurate, sturdy, practical; nickel plated. A real buy!



Only \$2.39

"Kari-All" SCHOOL BAG

Big 14"x11"x4" size. Zipper top; lunch pocket with zipper. Latex finish. 3 smart colors.

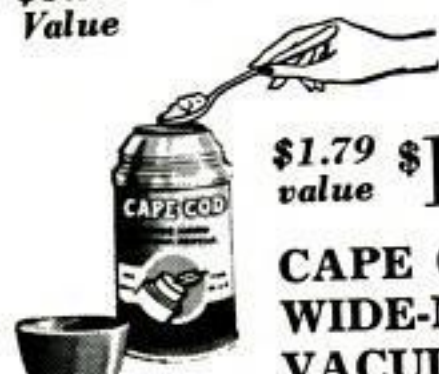


\$2.69 Value
Only \$2.29

CAPE COD LUNCH KIT

Roomy, sturdy, all-metal kit with 1/2-pt. red vacuum bottle.

Cape Cod 1/2-pt. vacuum bottle, \$1.49
Space Cadet Lunch Kit, all steel, with half-pint bottle... \$2.89



\$1.79 value
\$1.49

CAPE COD WIDE-MOUTH VACUUM BOTTLE

May be used for hot foods as well as liquids. Spoon reaches clear to bottom. **New! Roy Rogers Lunch Kit with 1/2-pint bottle. This kit will also hold the wide-mouth Cape Cod vacuum bottle described above... \$2.89**



Rex De Luxe ALARM CLOCK

Popular, small-size 30-hour guaranteed clock, triple-tested for accuracy. Single key winds both time and alarm. Ivory color; luminous dial.

Rex Alarm Clock, 40-hour \$2.79 value, a buy at... \$2.29
Rex Luminous Alarm Clock, \$3.49 value, only... \$2.89



\$4.95 Value
Only \$3.95



\$3.00 Value
\$2.69

Nylon ZIPPER BAG

For carrying school books and supplies. 16" with full-length brass zipper. Smart navy blue with brown piping.



13 Hankies
Only 99¢

GIRL'S HANDKERCHIEF PACKAGE

13 pretty, printed hankies, 12" square, hemmed edges. Mother will like these, too. Buy several at this low price.



Reg. \$1.49
\$1.19

Scout FLASHLIGHT

Fixed focus; red plastic lens ring. For your car, the house and the boys in the family. Two-cell, chrome-plated brass case, slide switch.

MORE BACK-TO-SCHOOL SPECIALS

Night Football, official size and weight. White with black end-stripping. Simulated leather. \$2.49 value, a buy at... \$1.98

Finger Paint Set. Four 2-oz. jars of non-toxic paint in plastic colors; paper; wood spatulas. A 98¢ value, only... 89¢

Imported Silk Scarves, 30" squares in brilliant prints. Special, only... 67¢

Filler Paper, Belmont economy pack. 385 sheets, 8" x 10 1/2" size, punched with 5 holes to fit either 2- or 3-ring binders. Only... 98¢

Filler Paper Tablet, a new Belmont pack with flexible binding to hold sheets in place. 2 holes, punched larger for easier turning. Blotter cover. 80 standard 8" x 10 1/2" sheets... 25¢

Typing Tablet, Cascade. Extra high-quality paper of ripple bond. Standard 8 1/2" x 11" size. Ideal for school. 85 sheets, only... 50¢

Composition Book, Belmont quality, 9 3/4" x 7 3/4" with stiff marbled cover. 40 sheets with ruled margins, rounded corners. Only... 25¢

Rubber Cement, Belmont. For mounting scrapbook material. 4 oz. with brush... 40¢

Writing Paper, Symphony Imperial Vellum. Each handsome box contains 100 white, single sheets; 50 matching envelopes. Only... 98¢

"I GAINED A NEW LIFE WHEN I LOST 80 POUNDS"

with **Ann Delafield's REDUCING PLAN FOR WOMEN**

"How easy it is to follow the menus with the aid of the Appetite Reducing Wafers!" Miss Russell exclaimed. Even if you've failed before, you can lose up to 5 pounds a week—20 pounds a month—with this complete beauty-and-reducing plan perfected by Ann Delafield, world-famed authority who has reduced more women than any other expert in the world. You get 3 sure-fire reducing helps in one convenient, take-home kit. Appetite Reducing Wafers help curb your craving for between-meal snacks; Vitamins guard your diet while you take off pounds; and a big Beauty Book gives you Ann Delafield's own secrets of charm, make-up, hair styles and glamor. This is the complete plan for which society women paid hundreds of dollars. Yet you get the complete 30-day kit for only \$6.95. Repeat package, only \$5.95.



BEFORE
204 1/4 Lbs.

AFTER
124 1/4 Lbs.

Lauralee Russell
Inglewood, California

\$3.50
Repeat Package \$2.50

FOR MEN—a plan that lets you eat and enjoy life while you lose those dangerous excess pounds safely, quickly! Heed the warnings of insurance statistics. Start now with the Delafield Plan—a handy kit including Appetite Reducers, Menu Book and Vitamins.

The One and Only Cream You Need

Ann Delafield

ALL-PURPOSE DEEP CREAM

Here is a luxurious triple-duty cream designed especially for today's busy, budget-wise woman! Here, in one golden-topped jar, is all you need for complete complexion care—a cream that penetrates the pores deeply; deep-cleanses and deep-lubricates through the night.



2.35 oz. \$1.50 jar

Ann Delafield Face Powder. Regular or Compressed... \$1.50

Ann Delafield Lipsticks stay on long, yet stay creamy! 5 rich colors... \$1.25

Rexall Drug Products Are Guaranteed to Give Satisfaction or Your Money Back



Have
you

used

new

Stopette

with
its

anti-immunity
factor?



Stopette is constant in the confidence it gives. Use it daily, blissfully aware that *this* protection can't fade away. And you'll never become immune to it! Isn't now the time to change to Stopette? The constant deodorant that's a positive anti-perspirant, too.

Two sizes: \$1.25 and 60¢, plus tax

JULES MONTENIER, INC.

Jules Montenier products
available throughout Canada

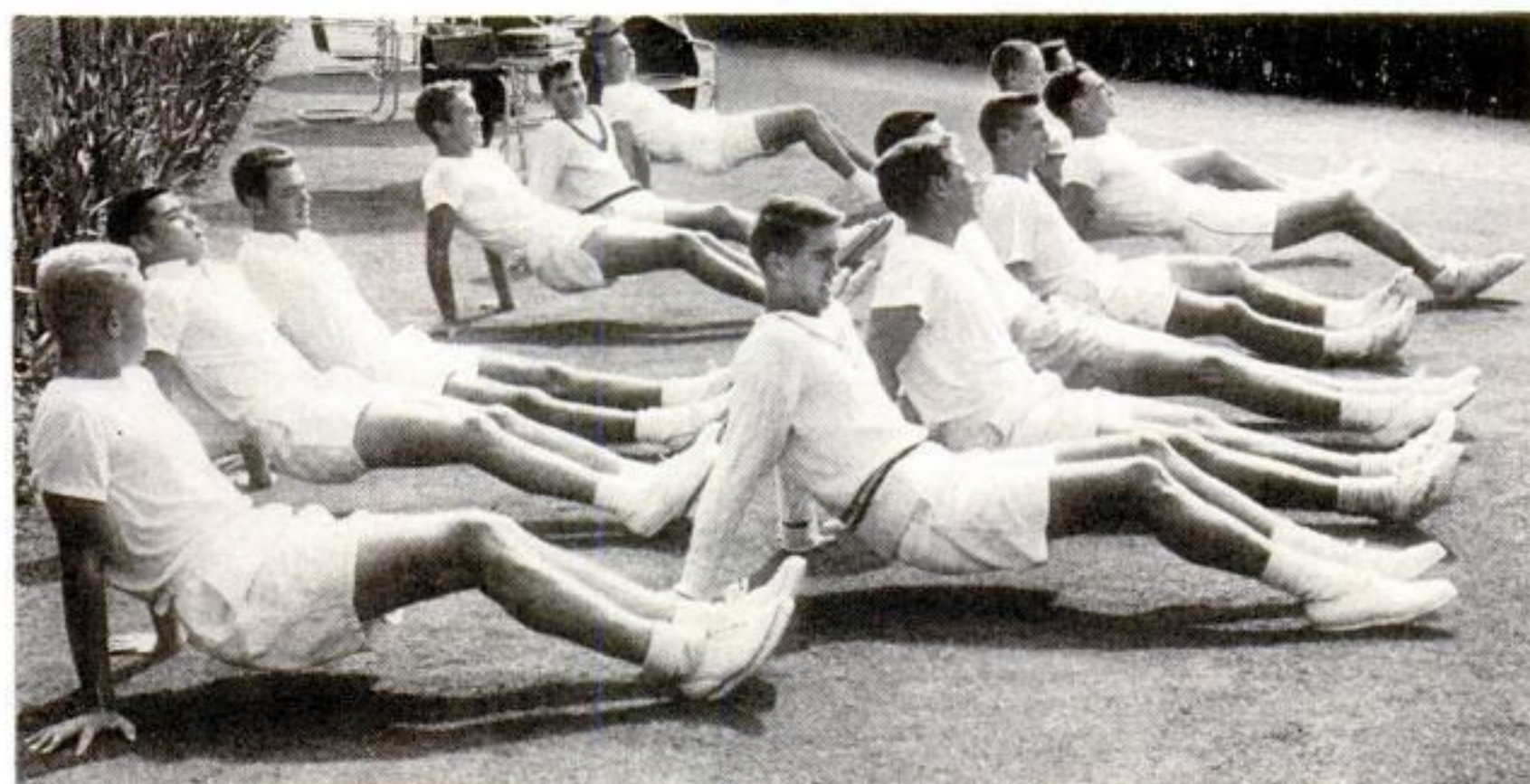


All-Over Comfort!

Poof!

Deodorant
BODY POWDER

Envelops every inch of you in
soft, fragrant luxury. \$1.10
plus tax



STRENGTHENING LEGS, THE ENTIRE SQUAD UNDERGOES EARLY MORNING CALISTHENICS

A TENNIS FUTURE IN KIDS

Kramer coaches young players in U.S. plan to regain court supremacy

Fed up with being second best in world tennis to Australia's teen-aged whiz kids like Rosewall and Hoad (both 19), U.S. tennis authorities have started developing their own young talent. The 13 best junior players in the U.S.—all between 16 and 19—and all hand-picked by veteran professional Jack Kramer and the United States Lawn Tennis Association—have been assembled for six weeks of intensive coaching (*below*) and conditioning (*above*). Their

early competitive experience includes participation in several grass court tournaments and this week's national championships at Forest Hills. Working with the kids day and night, Kramer has found they need his off-court counsel as much as his on-court coaching. Some of them, for instance, thought nothing of the suicidal practice of wolfing down a hot hamburger and gulping an ice-cold milk shake minutes before taking the court for an important match.

WITH KRAMER WATCHING CLOSELY, 16-YEAR-OLD RON HOLMBERG OF BROOKLYN HITS A HARD PRACTICE SERVE



CONTINUED ON PAGE 89

Did you ever?

By LITTLE LULU

Did you ever fish for tissues
with your fingers full of "goo"
And get **too many** tissues – when
just **one** would really do?



With **Kleenex*** there's no wastefulness,
no fumbling to unnerve you –
These tissues **pop up** – one by one –
save money as they serve you!




Be thrifty–Buy quality

Buy Kleenex

Soft, strong, completely disposable

*T. M. REG. U. S. PAT. OFF.

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*Slip into a new kind
of comfort*

ARROW GABANARO*

New softness! New colors!

More comfort than ever before!

ARROW GABANARO is America's most popular sport shirt!

Tailored of a rich rayon gabardine in a year-round weight, Gabanaro is labeled "SANFORIZED."® It's WASHABLE... won't shrink out of fit.

Gabanaro, in short, gives you the flawless fit you've wanted in a sport shirt, plus the famous *Arafold* Collar for smoother, smarter looks. Choose from a wide range of new colors. \$6.50

**Also available for boys of all ages.*

*Fits you where a
shirt should fit—
EVERYWHERE!*



Exact sleeve lengths

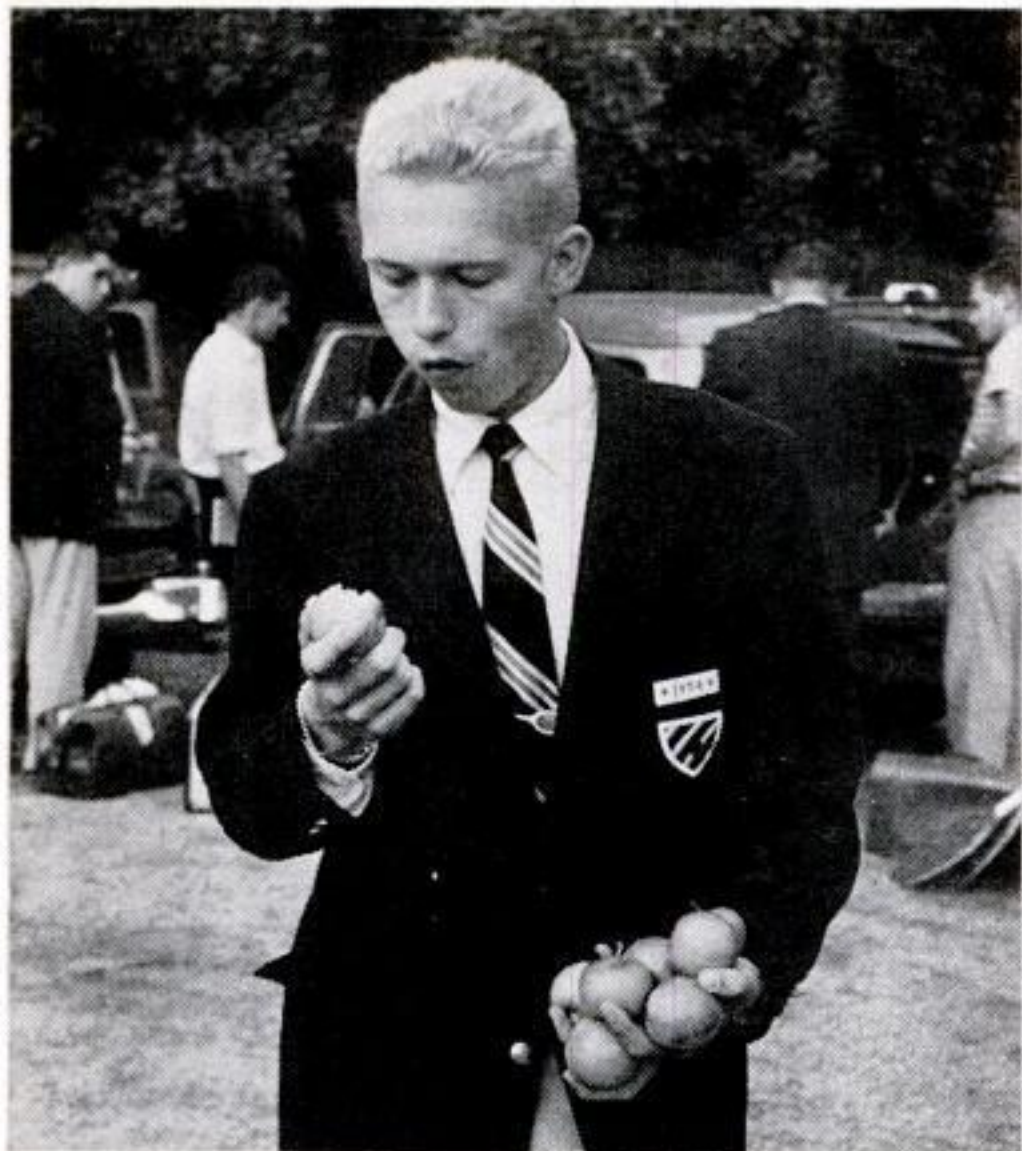


Exact collar sizes

ARROW

»»»—————»
CASUAL WEAR

by Cluett, Peabody & Co., Inc.



CHOW-HOUND Ron Holmberg, who has squad's biggest appetite, unwisely munches green apples before a trip.

A PLAN AND SOME ACTION

The unprecedented U.S. program is simply a matter of fighting fire with fire. Last January, after Australia had won the Davis Cup for the fourth straight time, Kramer was asked what the U.S. could do to win it back. "Train our kids like the Aussies train theirs," he replied. Then he proposed a plan and volunteered his services as coach. Following through, Kramer picked eight boys at the U.S. junior championships in late July. Later the U.S.L.T.A. added five more and after five weeks of intensive coaching, Kramer is already confident. He is keeping book on each player. "These kids have the potential," he said, "and now we can give them the training and guidance they need."



VISITING STADIUM at Forest Hills, players (background) inspect scene of national championships. Soon, Kramer hopes, one of them will win there.

The demand is for . . .
WHITE HORSE
of course!
 Renowned for lightness and
 flavor...Have *you* tried it?
 BLENDED SCOTCH WHISKY 86.8 PROOF
 BROWNE-VINTNERS CO., INC., NEW YORK
 SOLE DISTRIBUTORS

REEVES
"first in functional fabrics"

Smart, practical outfit for junior miss and little sis by Derby Sportswear... in Reevey, the functional corduroy by Reeves. High-thread-count construction wears longer. The built-in lustre lasts. Guaranteed washable. 7-14. Jacket about \$11. Skirt about \$6. Also in 3-6x. At B. Altman, New York.

LOOK FOR THIS TAG
 ... your assurance
 of fabric satisfaction.

For stores near you write
 Derby Sportswear, 1333 Broadway, N. Y.

Fabric by **REEVES BROTHERS Inc.**, 54 Worth St., N. Y.



Now! FEED your plants to beauty!

Now! Feed your plants to healthy, full-bloomed, flourishing beauty! It's easy. Push a Plantabb in the soil next to any plant, flower or vegetable, indoors or out. Plantabbs' "growth" formula—a combination of vital foods *all* plants need—goes to work immediately. Plants grow strong, vibrant, lovely even in poorest soil. You'll be thrilled! Get Plantabbs—world's largest selling plant food tablets. Used by millions for over 30 years. 25c, 50c, \$1.00, \$2.00, \$3.50—in food, drug, variety, hardware, seed stores, florists, or post-paid from Plantabbs Corp., Dept. LI, Baltimore 1, Md.



FULTON'S
PLANTABBS
 Complete Plant Food Tablets

New G-E Automatic Coffee Maker with 2- to 9-cup capacity brews delicious coffee every time . . .

only \$29⁵⁰*

For years, housewives have hoped for a fully automatic coffee maker that would brew perfect coffee every time, whether it be 2 cups or 9—an automatic coffee maker that would be practical for every-day use.

And now, G.E. has perfected the coffee maker that does just that, and has many other important advantages as well.

*Manufacturer's recommended retail or Fair Trade price.



Coffee the way you like it! Brew control lets you select the strength you prefer . . . mild, medium or strong or any strength between. And coffee stays piping hot until served. Handy re-heat setting re-heats leftover coffee without re-perking.

This new G-E Automatic Coffee Maker makes rich, delicious coffee the way you like it . . . every time. So easy and so quick!

No watching . . . no timing. Just put in coffee and water, set the control for desired strength. Makes coffee the exact strength you prefer.

A light signals when coffee is ready, and coffee stays piping hot until serv-

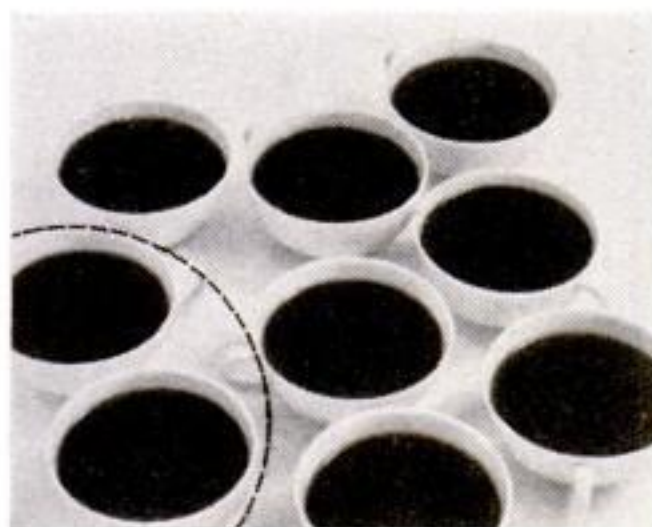
ing time . . . automatically.

This new G-E Coffee Maker has extra powerful heating unit that brews 2 cups in less than four minutes, 9 cups in less than fifteen minutes.

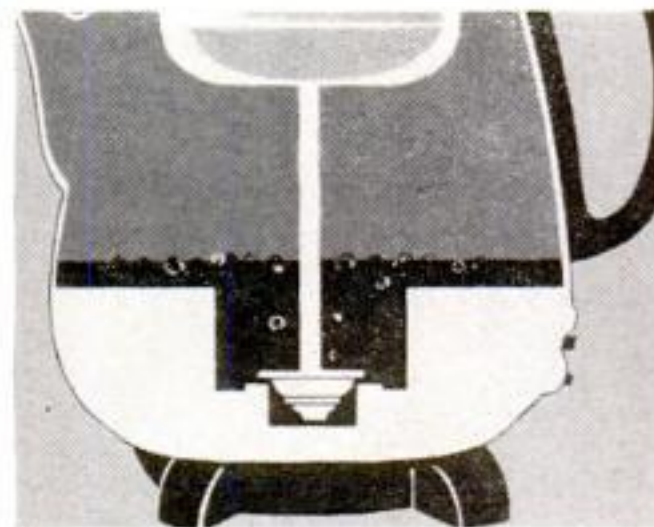
Ask your G-E dealer to show you one. Notice how the handsome design blends with any setting. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



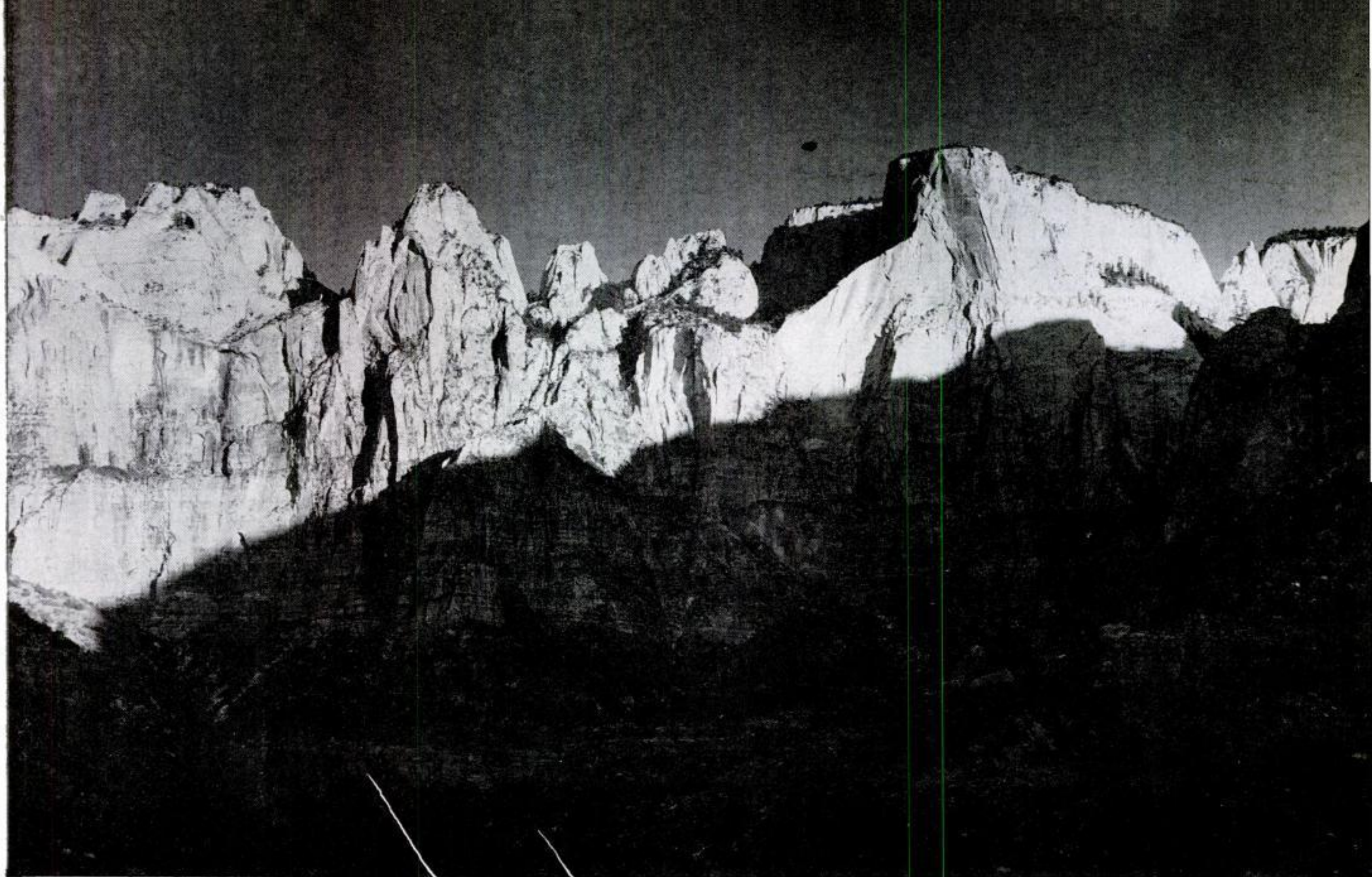
Makes 2 to 9 cups. This G-E Coffee Maker makes as few as 2 cups or as many as 9 . . . perfectly. It's as practical for breakfast as it is for entertaining.



G. E.'s special "2-cup well" is the secret of perking small amounts of coffee. Saves coffee because you make only what you need.



Easy to clean. Wide top opening allows your hand to get down inside the G-E Coffee Maker. You can wash it thoroughly, easily and quickly.



The soaring battlements of Zion National Park

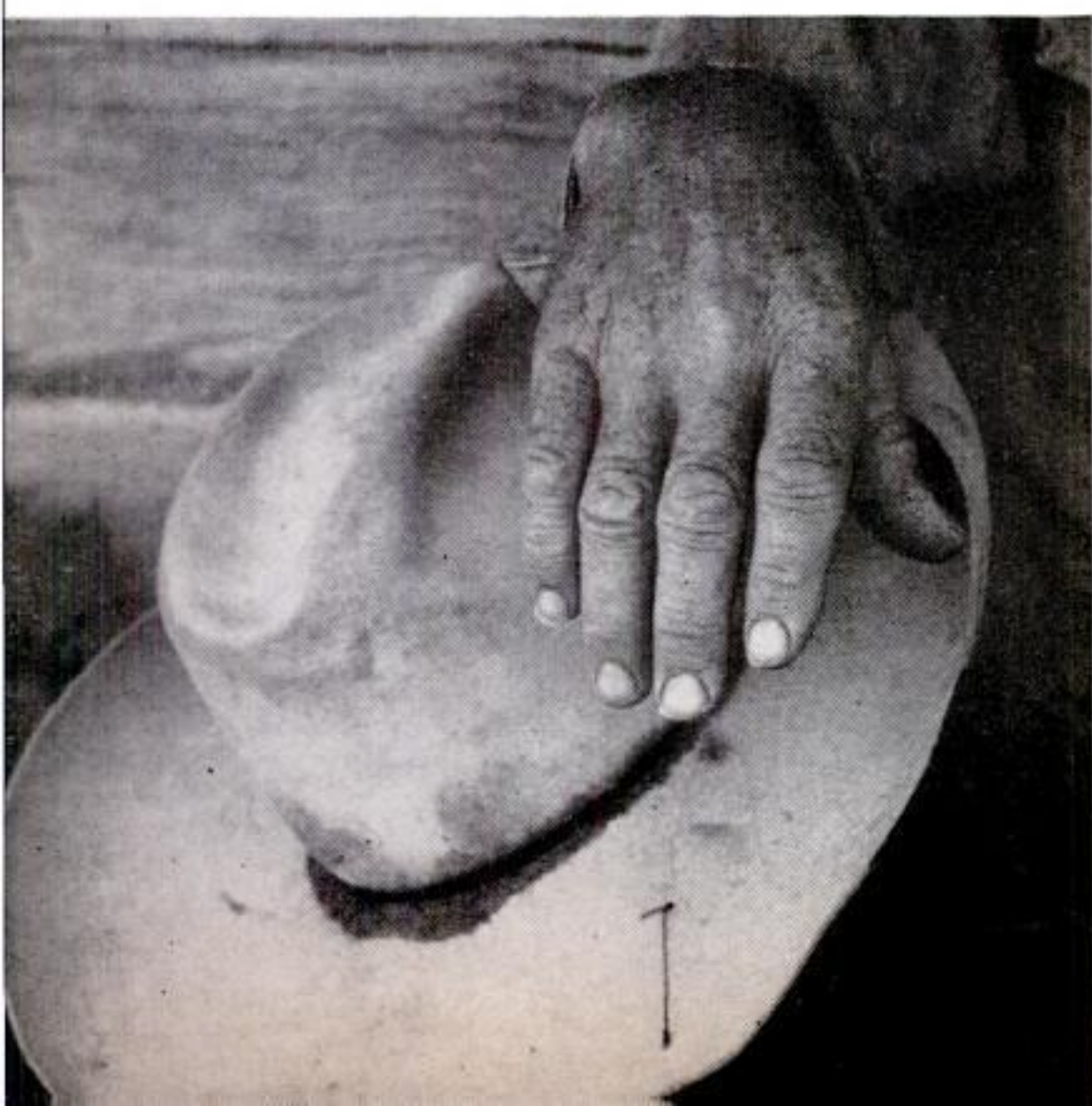
Three Mormon Towns

HERE CAN BE FOUND THE LAND OF ZION'S PAST AND PRESENT

Photographed for LIFE

by DOROTHEA LANGE and ANSEL ADAMS

Last year Miss Lange, whose documentary photographs are famous, and Mr. Adams, who is one of America's greatest scenic photographers, told LIFE of their desire to find and portray three towns which together might suggest the whole diversity and depth of Mormon life. LIFE commissioned the project and now presents the story which they assembled with Writer Daniel Dixon.



Weathered hands in a hard land

THIS is the place," said Brigham Young, but at first the brethren were not sure: this was bleak country to call the promised land. They had come 1,400 miles from a past of prejudice and oppression and now their leader had delivered them as he knew he must, for only in the heart of an ungenerous wilderness would they be safe from enemies who twice before had driven them from cities of their faith.

But Brother Brigham could see more than isolation in this land; his eyes, like the prophet Joseph's, burned with images of the future. He saw the desert yield up the walls and roofs of another great city, the seat of an empire, the throne of the kingdom of God on earth. By then the most sceptical of the Saints could sense that there was a nobility in the vast horizons and the wind that smelled of juniper and thunderstorms and the soaring rock temples carved by eternity from the same rock that would blunt plows. This was a place which brought them close to God.

So in 1847 to a land both splendid and forbidding came a people visionary and practical. Ten years after that day when the first wagons groaned to a halt, Brother Brigham's vision of empire was taking shape: the Saints had pushed their little colonies north into Idaho, west to California, south to the rim of the Grand Canyon. Near Zion Park in southern Utah stand the villages of St. George, Gunlock and Toquerville and in them live the grandchildren of pioneers who came from London slums and tidy New England farms to the land they called Zion. These towns differ from each other and from their past; in them are three different expressions of what the Mormon people have become since, a century ago, they ventured into the wilderness on a great adventure of courage and faith.

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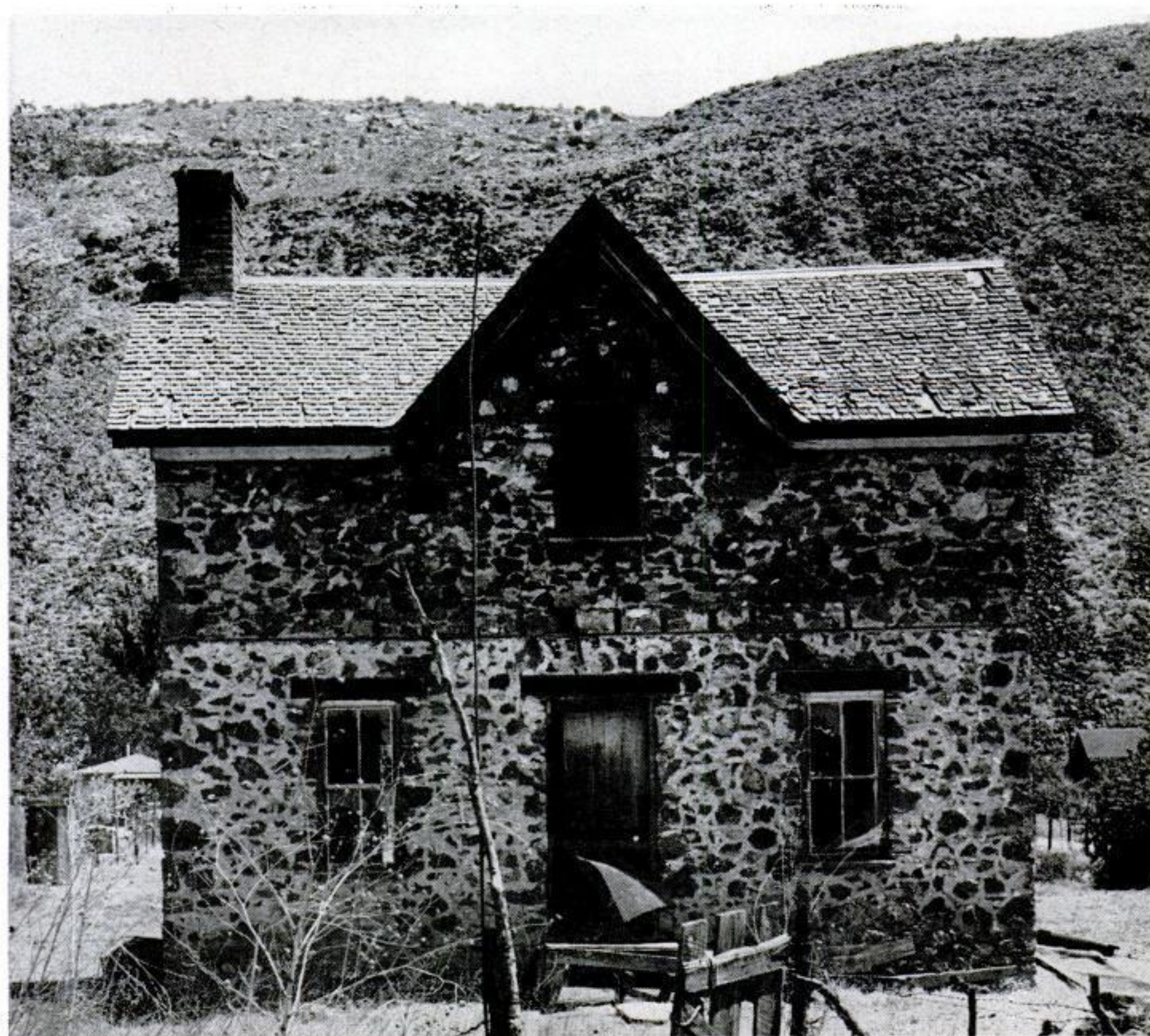


A man's beginnings stay with him



Main Street without end

*Toquerville is old
and quiet but its
children have gone away*



This house was built by the women in the early days while the men were out fighting Indians. That's why the stones are so small.

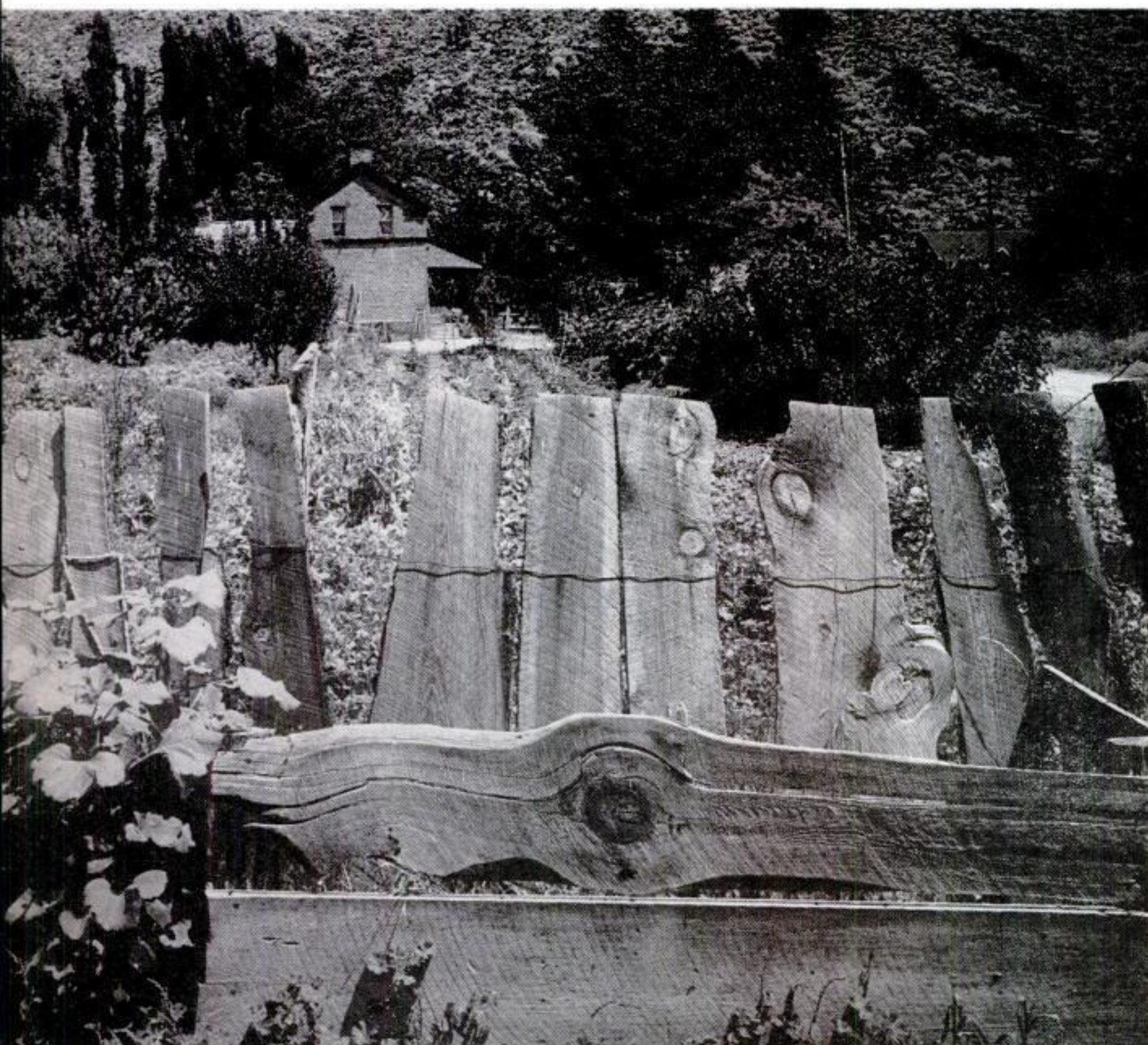


Now the house is empty. Through shards of glass the passer-by glimpses another house.

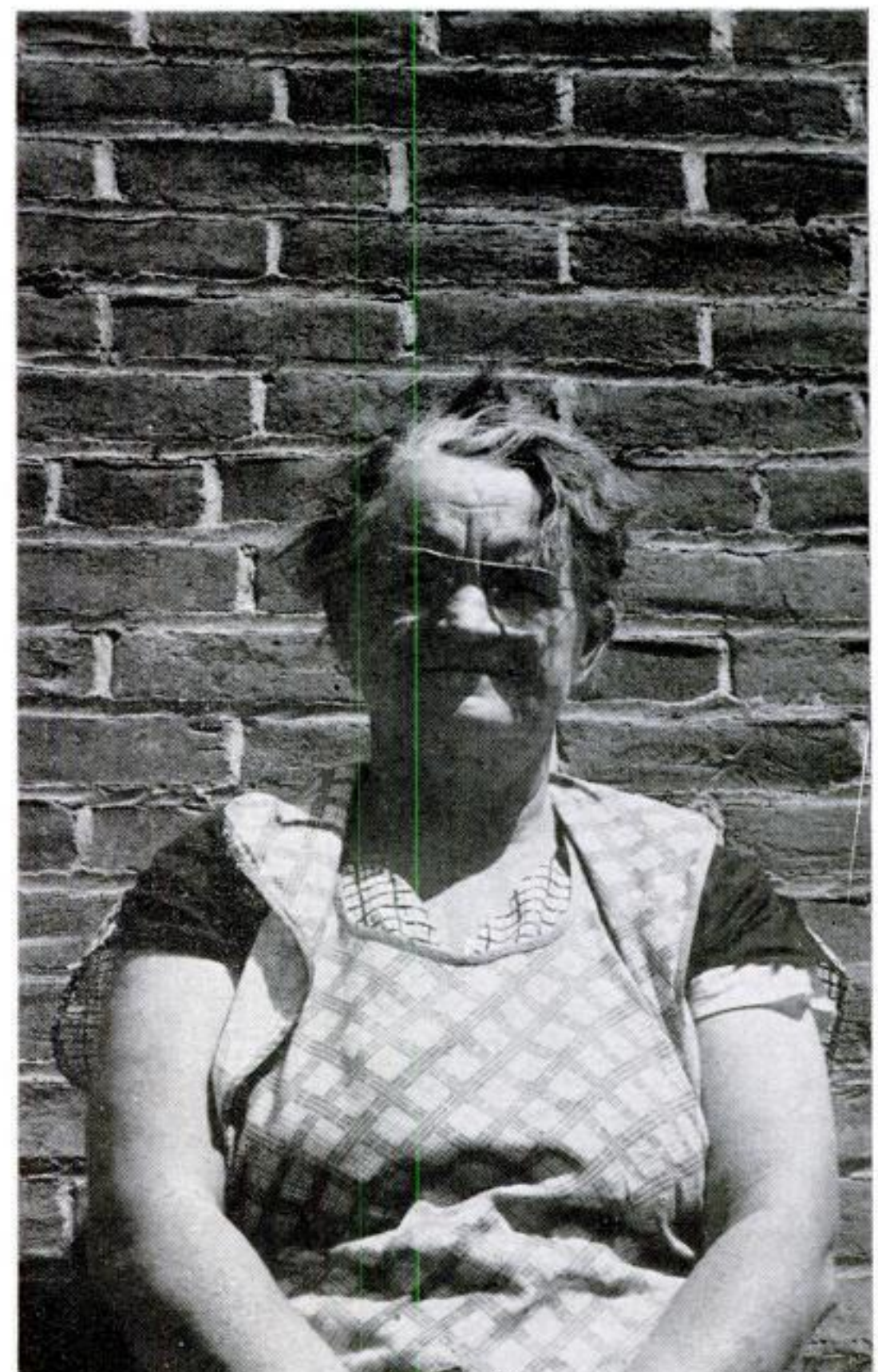


SOME of the towns of Zion have scarcely changed since the pioneers platted the broad streets and lined them with Lombardy poplars and with sturdy houses built of adobe or the rough stone of the region. One of these unchanging towns is Toquerville. It does not have a bank or a movie house, a motel or a cafe. It has a post office and two small grocery stores but no neon sign. Its people are old. Their children and grandchildren have gone away—to live in Salt Lake City, Las Vegas, Los Angeles. Those who remain no longer fight the wilderness and have retired to memories and their church.

Age alone has not kept Toquerville a place apart. Although the Saints are a friendly people, theirs is a lofty, lonely faith. They believe that they are God's Chosen People, keepers of His revealed word, destined to lead all His children into Heaven at the Latter Day. Trucks and tourists and the great highway which bisects their town are not so important to them as their strong and enduring vision of Zion. Sheltered by the stately trees the pioneers planted and sustained by small, productive gardens, the people of Toquerville live quietly in a world the rest of the world nearly forgets.



In the backyard the visitor finds an odd, sagging fence dividing the past from a fertile garden and again the other house amid poplars.



It was her people first lived in the stone house out front. They are now dead.



Four young riders in summer

Gunlock is young and beginning to meet the future

NINE miles of jolting dirt road lead from the highway to the hamlet of Gunlock, a flash of green in a narrow valley. Twenty-two families live here on 247 irrigated acres. The lands are watered from a gentle stream which can rise within hours to flood stage, washing out ditches and roads and leaving the fields covered with gravel and boulders.

Life in Gunlock is most often pleasant and simple, full of friends and horses and children. Mail comes three times a week. The general store sells horseshoes, fly swatters, overalls, soda pop, a few groceries. Outside the store, at the edge of an irrigation ditch, stands the town's only gas pump. There is an old adobe schoolhouse and a new church, which the people built with their own hands, as they built the barns and houses which lead up to the church on either side of the road.

It is not altogether an easy life in Gunlock. The people have large families which their farms are often too small and their cattle too few to support. Some of the men now go daily to St. George, 22 miles away, and work for wages. As the United States swirled over and assimilated the empire of Zion over a half century ago, so now the world outside is reaching toward Gunlock, which in a few years will no longer be what it has always been, an isolated hamlet at the edge of the wilderness.



Pause to talk cattle prices



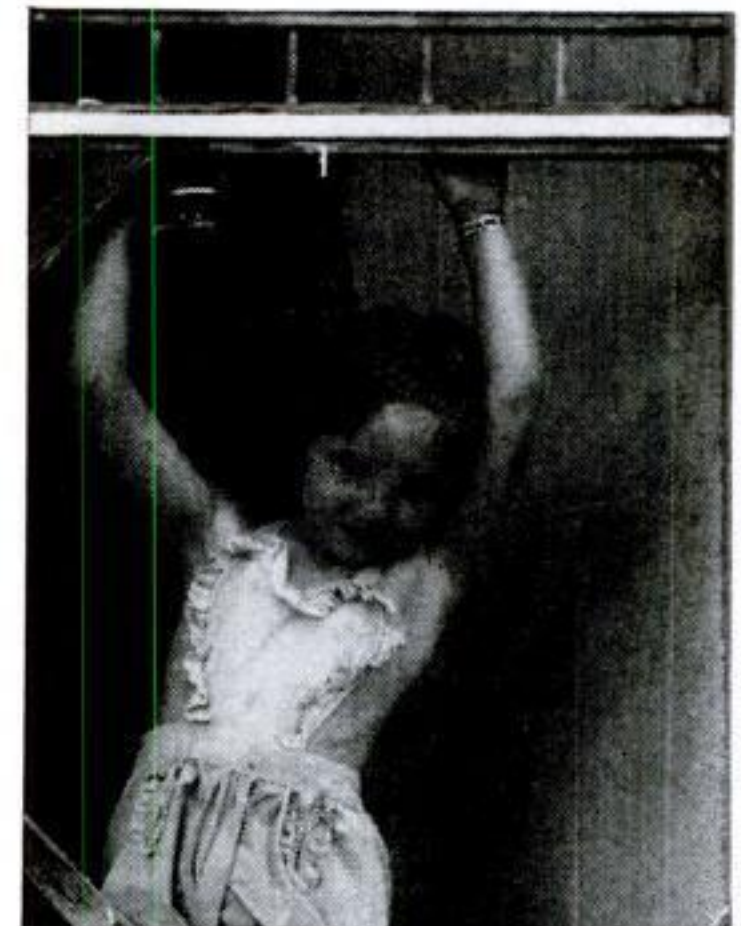
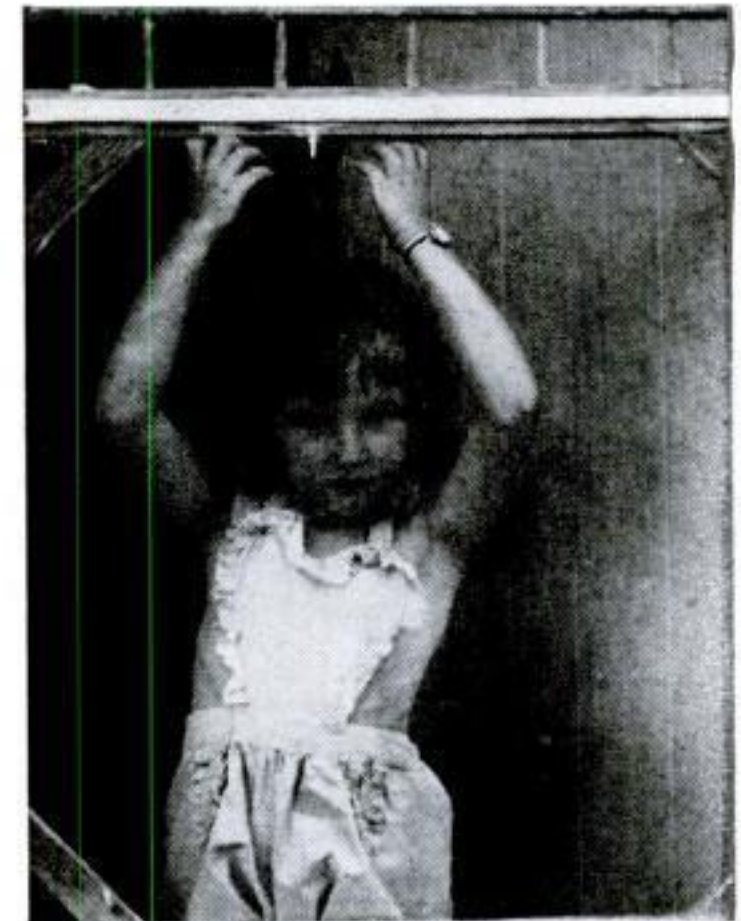
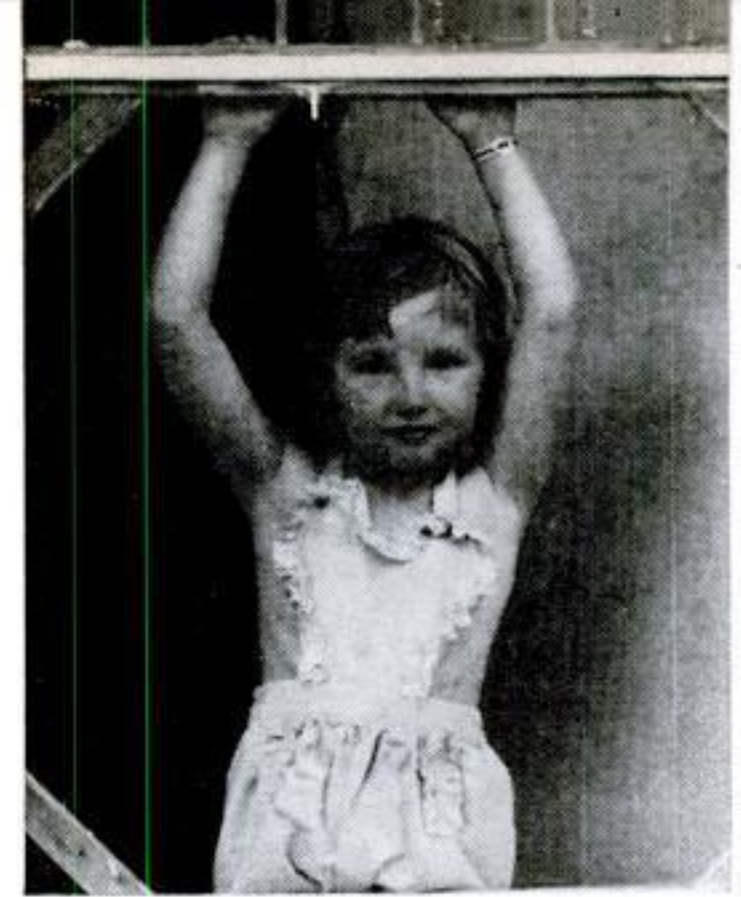


Main Street full of children

Abundance from the garden



A winter's provender



The future's shy grace

Gunlock enjoys the Lord's Day



Waiting to go in



Flowers for the church



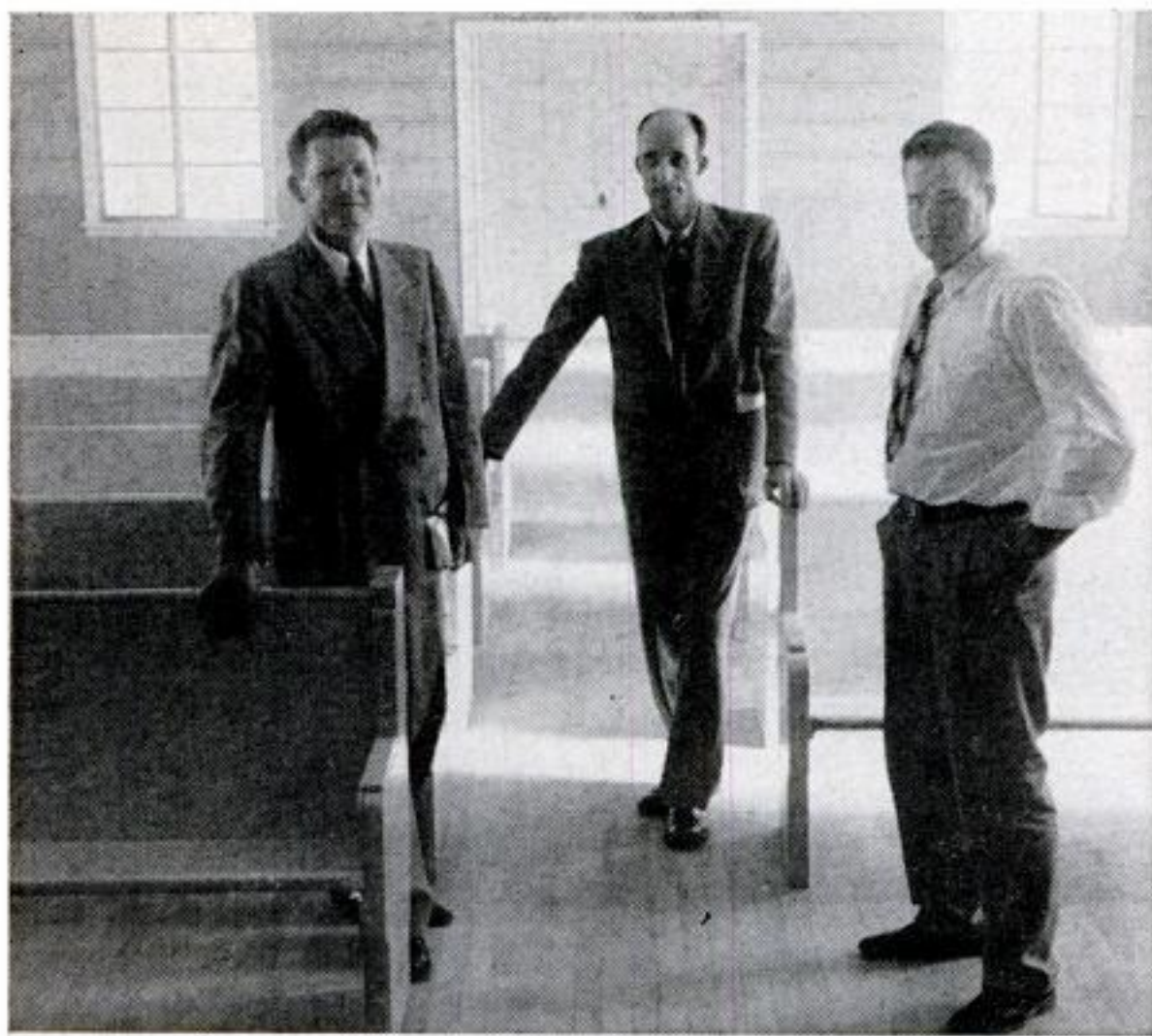
Sunday best



Time to leave



The immanence of God



The young elders of Gunlock



Recessional



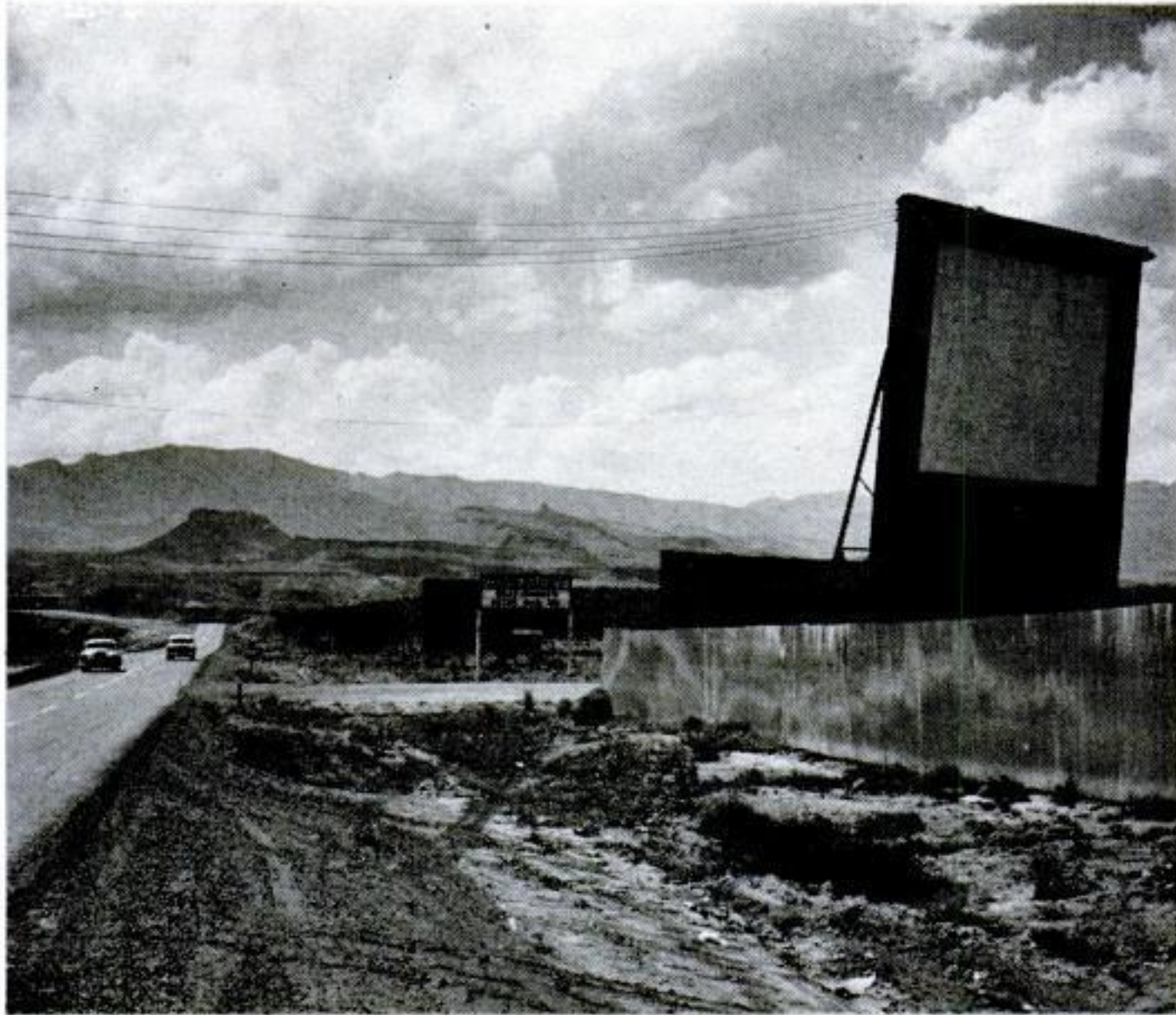
Temple built by the faithful



The gathering of the family



The hand of love

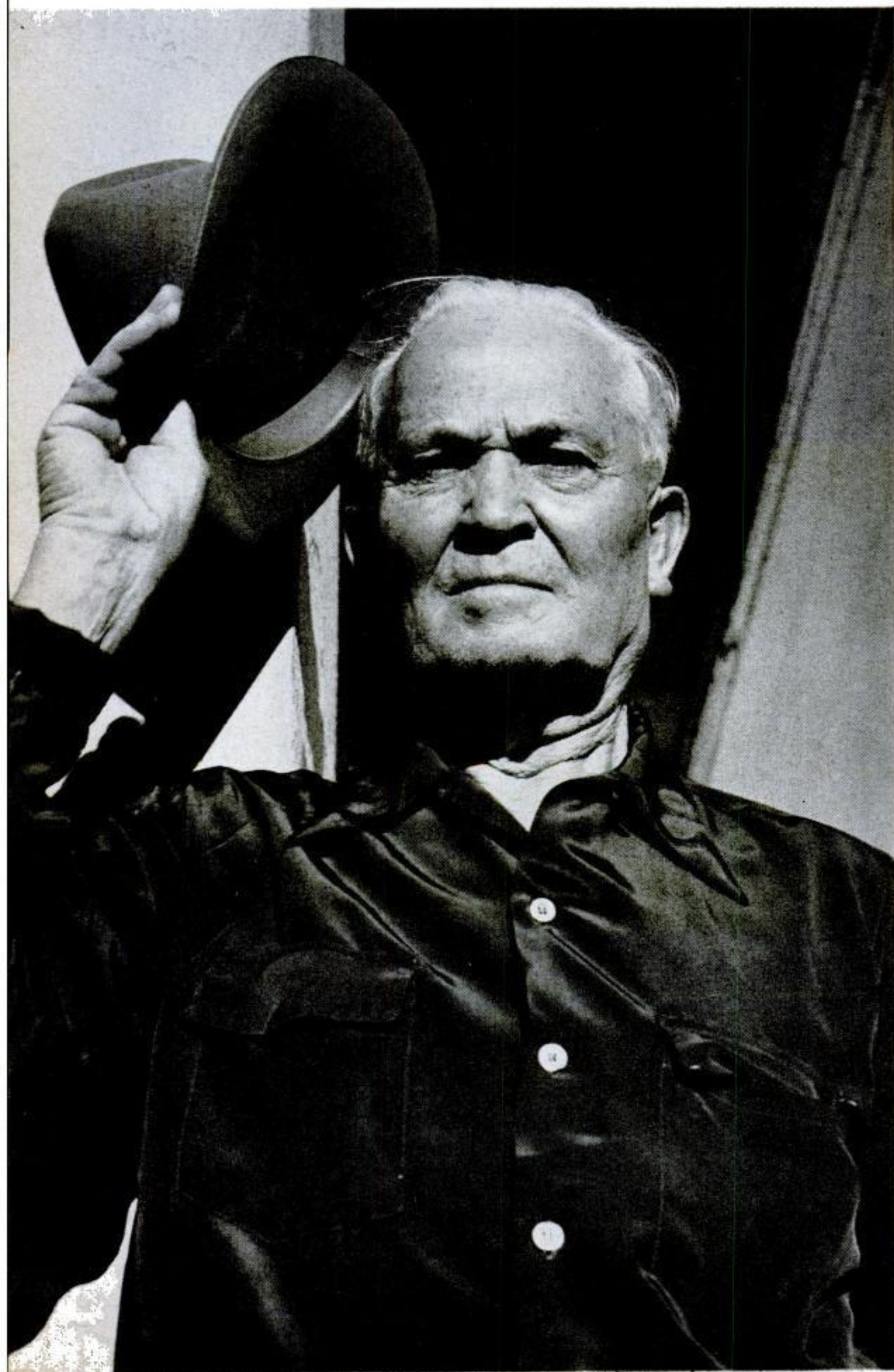


Worldly way station on Route 91



St. George has

IN 1861 Brother Brigham dispatched 300 families to found St. George and raise cotton. The cotton never grew but the settlement survived. "Once," someone says, "no good Mormon would give a Gentile a bed to sleep in; now they make a business of it." And so they do; for Route 91 linking Salt Lake City and Los Angeles courses through town like a river of gold



Merchant, churchman, owner of the town's first motel



The new era beckons . . .



. . . to the restless



The tourists take over Main Street

taken up worldly ways

and most of St. George's 4,500 people earn their living catering to passing strangers. They run gas stations, cafes and 23 motels. But while they seem to have given up the past for the present and abandoned the plow for the gas pump their struggle is unchanged. They seek, like their grandfathers, to wrest a living from the desert, and in their way they, too, are pioneers.

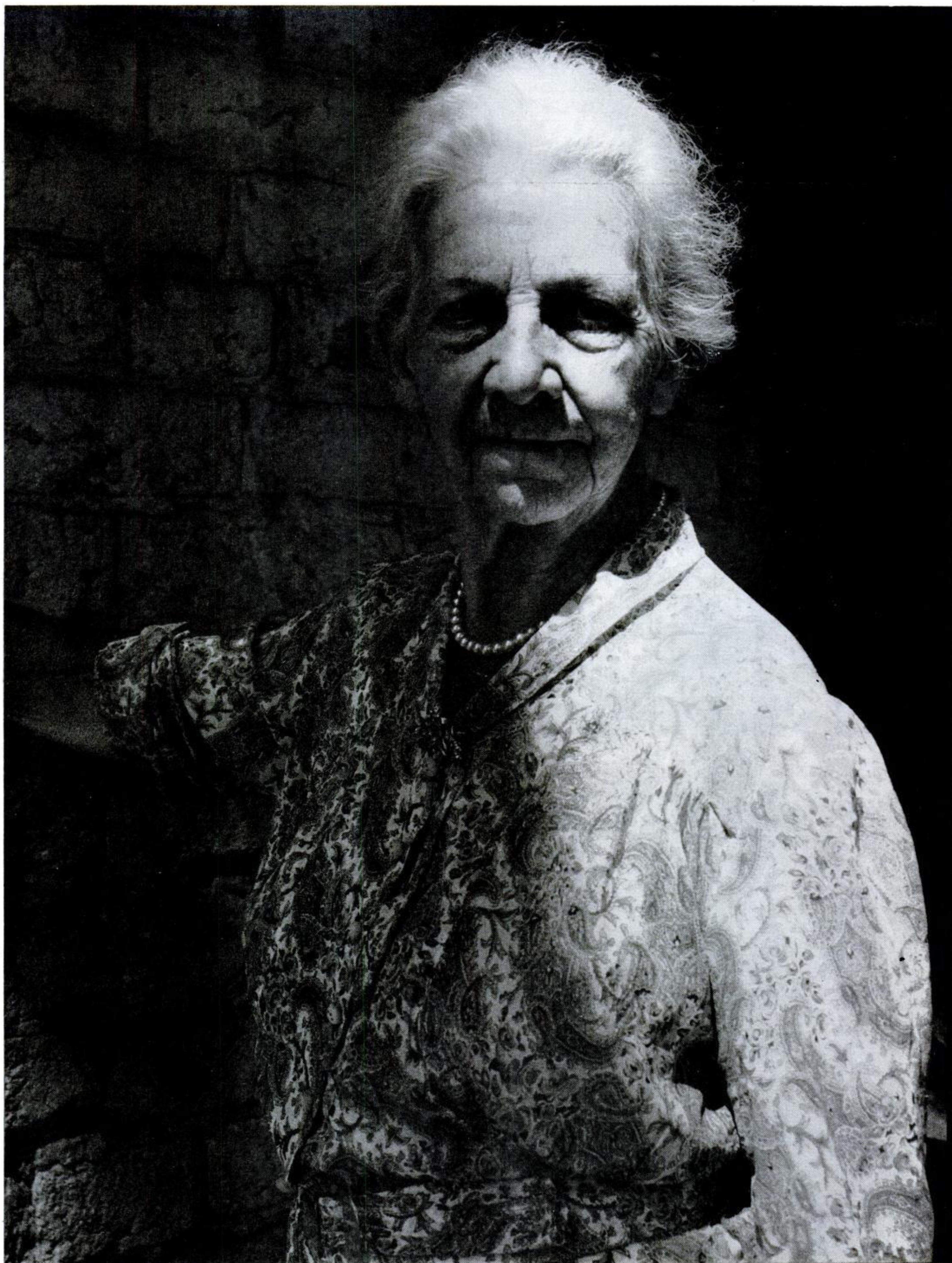


ST. GEORGE
Finance Co.
Loans \$25-\$300
TIME SALES FINANCING

... to the enterprising



... and the weary



"My father was born in England. He was the first man to plow a furrow for an irrigated crop in the Salt Lake Valley. I was the fifth child of his

third wife and had 20 brothers and sisters." To her, viewing the strange new ways of St. George, this is still, as Brigham Young said, The Place.

look!

the greatest family show on earth

STARRING **E-Z** UNDIES AND SLEEPERS

Come one . . . come all . . . to the finest show for your money!
Correct size always, right on the E-Z label . . . by child's
weight. Sturdy, shrink-resistant quality that
washes as it wears . . . wonderfully. And mighty low
admittance fee for your youngster . . .
popular prices only! Rated top billing by mothers
for generations . . . E-Z knit cotton undies
are America's favorites today.

- A. E-Z infants 2-piece heavy weight sleeping bag* with EZ-ON neck, mitten sleeves. Pastels, \$1.89. Print top, \$2.00.
- B. E-Z infants gown with EZ-ON neck. Mitten sleeves. White or pastels, \$1.19. Gay prints, \$1.49.
- C. E-Z boys winter weight shirt. 2 to 8, 69¢; 10 to 16, 89¢. Boys winter weight shorts.* 2 to 8, 69¢; 10 to 16, 89¢.
- D. E-Z boys ski-type pajamas.* 4 to 10, \$2.49; 12 to 16, \$2.98. Girls sizes, 4 to 8, \$2.25; 10 to 14, \$2.69.

- E. E-Z 2-piece sleeper* with EZ-ON neck. 6 mos. to 4, pastels, \$1.79; with print top, \$2.00. Extra pants, \$1.00.
- F. E-Z tie-side shirt. 3 mos. to 2 yrs., with pinhole-sealing diaper tapes, 69¢; without, 65¢. E-Z training panties* with FIT-EZ non-sag double back. Nylon reinforced cuffs. 1 to 3 yrs., 50¢.
- G. E-Z boys athletic shirt. Nylon reinforced seams. 2 to 8, 50¢ and 55¢; 10 to 16, 59¢ and 65¢. Boys briefs.* Nylon reinforced seams. 2 to 8, 55¢; 10 to 16, 65¢.
- H. E-Z shirt with EZ-ON neck. 3 mos. to 3 yrs., with pinhole-sealing diaper tapes, 59¢; without, 50¢.



- I. E-Z girls winter weight vest with EZ-ON neck. Nylon reinforced binding. 2 to 7, 69¢; 8 to 14, 89¢. Girls panties.* Nylon reinforced cuffs. White or pastels. 2 to 7, 50¢; 8 to 14, 65¢.

*With heat-resistant elastic

E-Z MILLS INC., NEW YORK 1, N. Y.

Also at leading stores in Canada

E-Z UNDERWEAR AND HOSIERY FOR INFANTS AND CHILDREN, MEN AND WOMEN



CORONATION of King Akhnaton (Michael Wilding) and Nefertiti (Anitra Stevens) takes place in throne room which cost Fox \$85,000. Akhnaton was an early believer in monotheism whose beliefs presaged the Bible's.

STREET SURGERY is performed on an injured slave by Sinuhe the Egyptian (Edmund Purdom) as barmaid Merit (Jean Simmons) holds the bandages. This set is part of Thebes waterfront reproduced for film at a cost of \$60,000.





IN A COURTESAN'S BOUDOIR, Nefer (Bella Darvi), a seductive Babylonian, entertains Egyptian

courtiers bored with Pharaoh Akhnaton's austere ways. To recreate this house cost studio \$60,000.

THE EGYPTIAN

Lavish, spectacular film is made from best-selling novel


By one of those coincidences peculiar only to itself, Hollywood has suddenly worked itself well out of its knighthood-in-flower and early-Christian-martyr phases back into the days of the Pharaohs—luckily just as archaeological discoveries are bringing ancient Egypt into today's news. To a list including *Valley of the Kings* and *Land of the Pharaohs*, 20th Century-Fox adds its *The Egyptian*, based on Mika Waltari's novel, supervised by studio production

head Darryl F. Zanuck. Determined to reproduce the ancient days as authentically as possible, Zanuck hired an Egyptologist to help him build the 67 sets and dress the huge cast. As a spectacle, the result is lavishly successful. The most noticeable departure from fact is in the appearance of his women—ancient pictographs show them with smooth-shaven heads and naked to the waist. Twentieth Century's ladies are completely coiffed and fully clothed.



THEBES MASSACRE precedes fall of Akhnaton, murdered by underlings for his pacifism. (He is claimed by some to have originated precept: "Love thine enemy.") Here mob slays king's followers for their belief in one god.

CONTINUED ON NEXT PAGE



How I feel about **LIFE**

IN KALAMAZOO OR KARACHI

Today we have the most urgent job that has ever faced us as a nation—helping people to understand each other better. Pictures can help do that job well. And there are no better pictures marshaled anywhere than those that week by week make up the pages of LIFE.

For in one LIFE issue or another pictures have told the story of almost every land and people on the globe—where the truth-telling camera is allowed. And new pictures are always shedding new light.

First, of course, pictures promote familiarity with various sections of our own country . . .

take us places where we are not likely ever to go. With the penetrating eye that only the camera possesses, LIFE looks into the lives of Hindus, Buddhist lamas, Turkish peasants and helps us know what they think and feel.

People are not suspicious of things they comprehend. And the great virtue of pictures is that no language barriers prevent their being understood. A good picture speaks the same message in Kalamazoo or in Karachi.

by **CHARLES H. PERCY**, President,
Bell & Howell Company

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ONE TO FIVE BEDROOMS!

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BUILD YOUR OWN SWIFT HOME AND SAVE THOUSANDS

MANY MODELS TO CHOOSE FROM
THREE ROOF STYLES . . .
NUMEROUS FLOOR PLANS . . .

SEE YOUR LOCAL DEALER TODAY

SWIFT HOMES, INC., ELIZABETH, PA.

*DEALER FRANCHISES AVAILABLE IN MANY EXCLUSIVE TERRITORIES

Stained old bathtub
Look a fright?
Get New Old Dutch
And get it white!

When New Old Dutch Cleanser turns gold . . . it disinfects and deodorizes, too!

New CHRIS-CRAFT SEA SKIFFS



Big 30-ft. Sea Skiff Semi-Enclosed Cruiser—priced from \$7990

Chris-Craft's new Sea Skiffs are fast, dry and seaworthy . . . with rugged round-bilge, lapstrake construction for easy handling, smooth riding! Choose from nine husky models, 18' thru 35'; wide choice of engines, 60 to 260 h.p. See your dealer or write factory today for FREE brochure.

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Bactine®

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Cuts, Scrapes

Burns

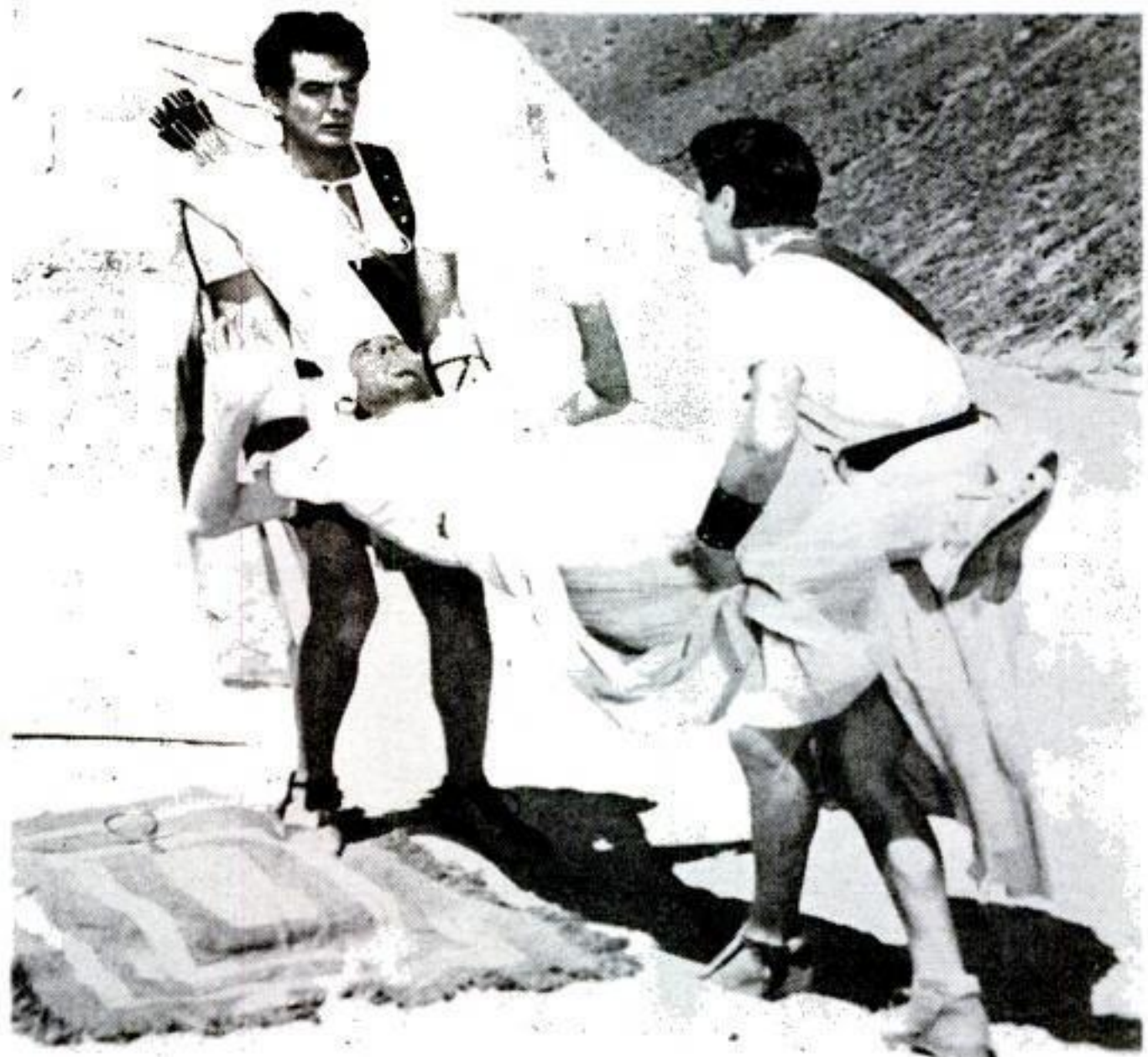
No Sting, No Stain

Kills Germs

MILES LABORATORIES, INC., Elkhart, Ind.



'THE EGYPTIAN' CONTINUED



EPILEPTIC PHARAOH, in a swoon during one of his periods of worship, gets helping hand from Horemheb (Victor Mature) and the Egyptian Sinuhe.



ANGRY BARMAID Merit swats Sinuhe's manservant (Peter Ustinov) with a broom for lampooning his master's infatuation with Babylonian courtesan.



NEW PHARAOH Horemheb, enthroned with conniving princess (Gene Tierney), replaces his predecessor's pacifism with wars as Sinuhe goes into exile.

IF YOU SUFFER PAIN

of HEADACHE NEURITIS NEURALGIA

get

FAST RELIEF

with



the way thousands of physicians and dentists recommend.

HERE'S WHY . . . Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!

NEW MINTS Medically Proven

Quickly RID STOMACH

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The very instant they reach your stomach these new mints go to work—rid your stomach of painful excess acid fast! That's because new BiSoDoL® Mints contain incredibly fast BiSoDoL medication—the kind doctors recommend. Don't suffer acid indigestion, heartburn, gas. And don't rely on candy-counter remedies that are over half plain sugar! Feel wonderful fast with new, medically-proven BiSoDoL Mints!

Original • Patented

hip-hugger®

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Keeps shirt down
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TOUCH-DOWN FABRIC

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Guaranteed by Good Housekeeping

COMMANDO PARENTS' MAGAZINE

Sizes 3 to 12

At better stores or write

DUNRITE SPORTSWEAR CO., Inc., 155 5th Ave., N. Y. C.



"Set 'em up again, Joe. They can drink all they want because Bireley's is non-carbonated!"

Grandma knows what small-fry like — and what's good for them: Bireley's Orange Drink. It just plain tastes better because it is non-carbonated, utterly unspoiled by gas or artificial preservatives. That's why the real orange flavor comes through clean and bright.

You (and the children) can drink all you want — never suffer that uncomfortable, full feeling. Pure pasteurized Bireley's in orange and assorted fruit flavors. Pure fun. Have some!

BIRELEY'S ORANGE DRINK

IT'S NON-CARBONATED: PURE FUN FOR EVERYONE!

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Advertisement

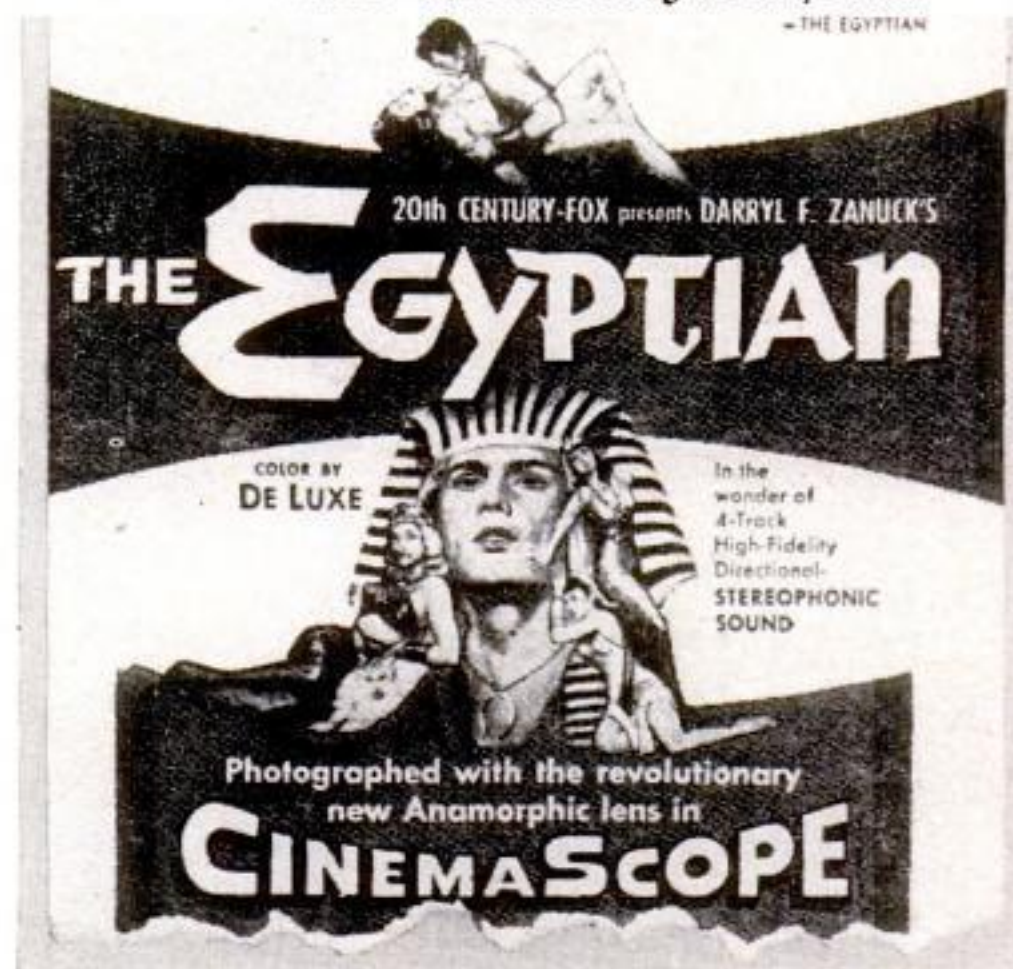


"We love to catch them on a Springmaid Sheet"
THE SPRINGS COTTON MILLS

'THE EGYPTIAN' CONTINUED



"The greatest gift any man can bring to a woman is his innocence — which he can give only once."



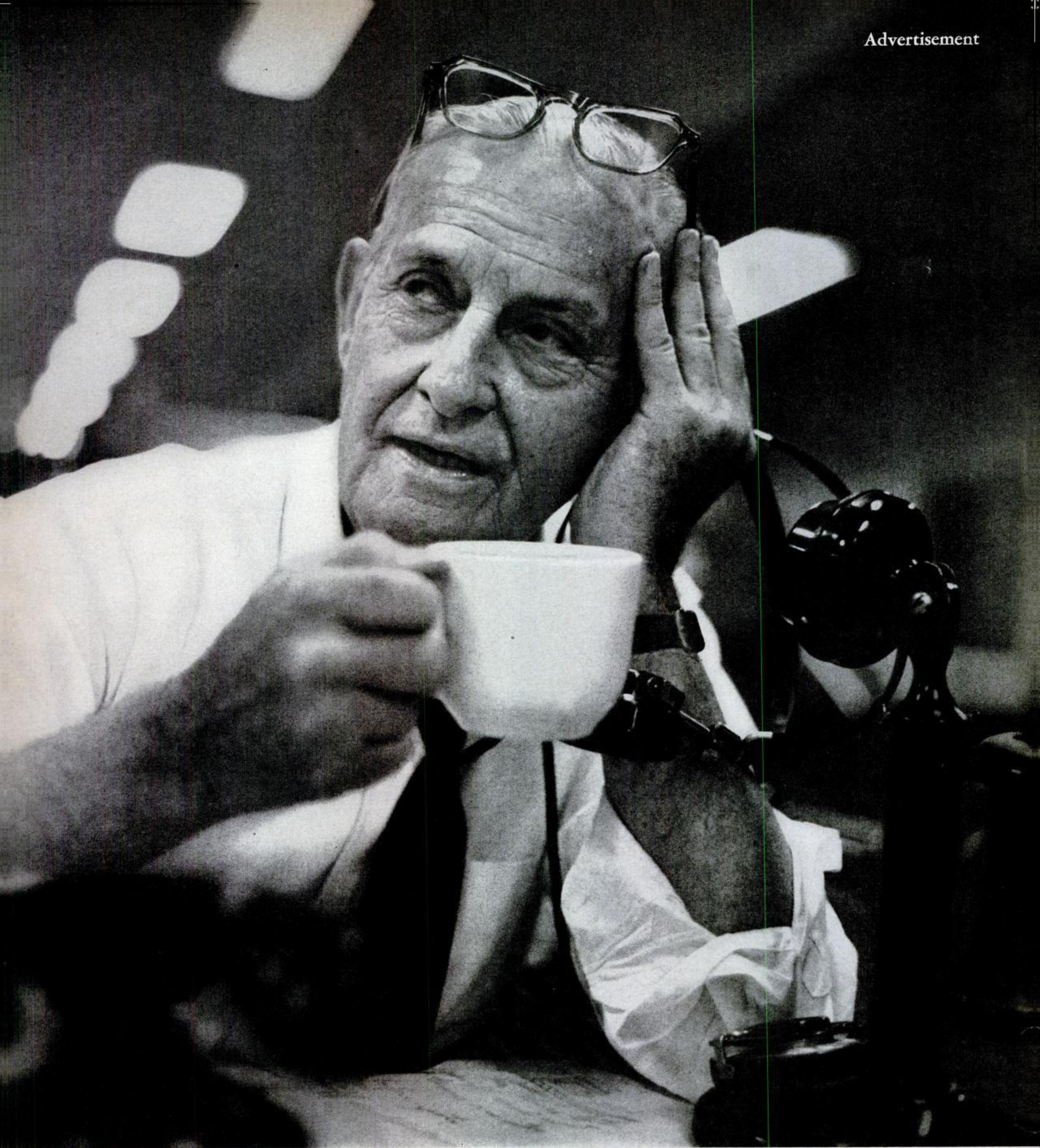
"EGYPTIAN" ADS, designed to appeal to either men or women, put more emphasis on sex than on splendor.

FOX LICKS ITS CHEOPS

When *The Egyptian* opened last week, 20th Century-Fox treated it with all the enthusiasm due the \$5 million Hollywood archaeological event it has turned out to be. The New York premiere, a benefit for which seats sold as high as \$100, attracted celebrities from all over, including one Indian "maharaja" (below) who turned out to be a fake. Critical reviews were mixed, varying from "splendid" to "tedious," but the film did land-office business right from the start. Business wasn't hurt by a provocative advertising campaign (above) that placed heavy emphasis on the personal drama of its hero and heroine, which, much of the time, is entombed by the film's ponderous pageantry.



"MAHARAJA OF BARATA," who came to premiere in Cadillac rented by Fox, was later exposed as a hoax. *Barata* means "cockroach" in Portuguese.



Night editor perks up with a "Coffee-break"

The city sleeps, but the world is making news. A teletype chatters. A phone demands an answer. A night editor watches and works, and worries about the waiting presses. Then a copy boy has a cheering thought: "*How about some coffee?*" — and the newspaper man nods his thanks. Coffee! What a lift for tired body and spirit. What a satisfying, bracing flavor. What a friendly way to say "relax"!

Coffee! There's nothing so rewarding—at home, at work, at any hour. During *your* day, too, "how about some coffee"? So much pleasure—only pennies a cup. Enjoy coffee often, and make coffee right. Use 2 level tablespoons (or 1 Standard Coffee Measure) to every cup. Give yourself a "Coffee-break." Think better, work better, feel better. PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, N. Y.

© 1954

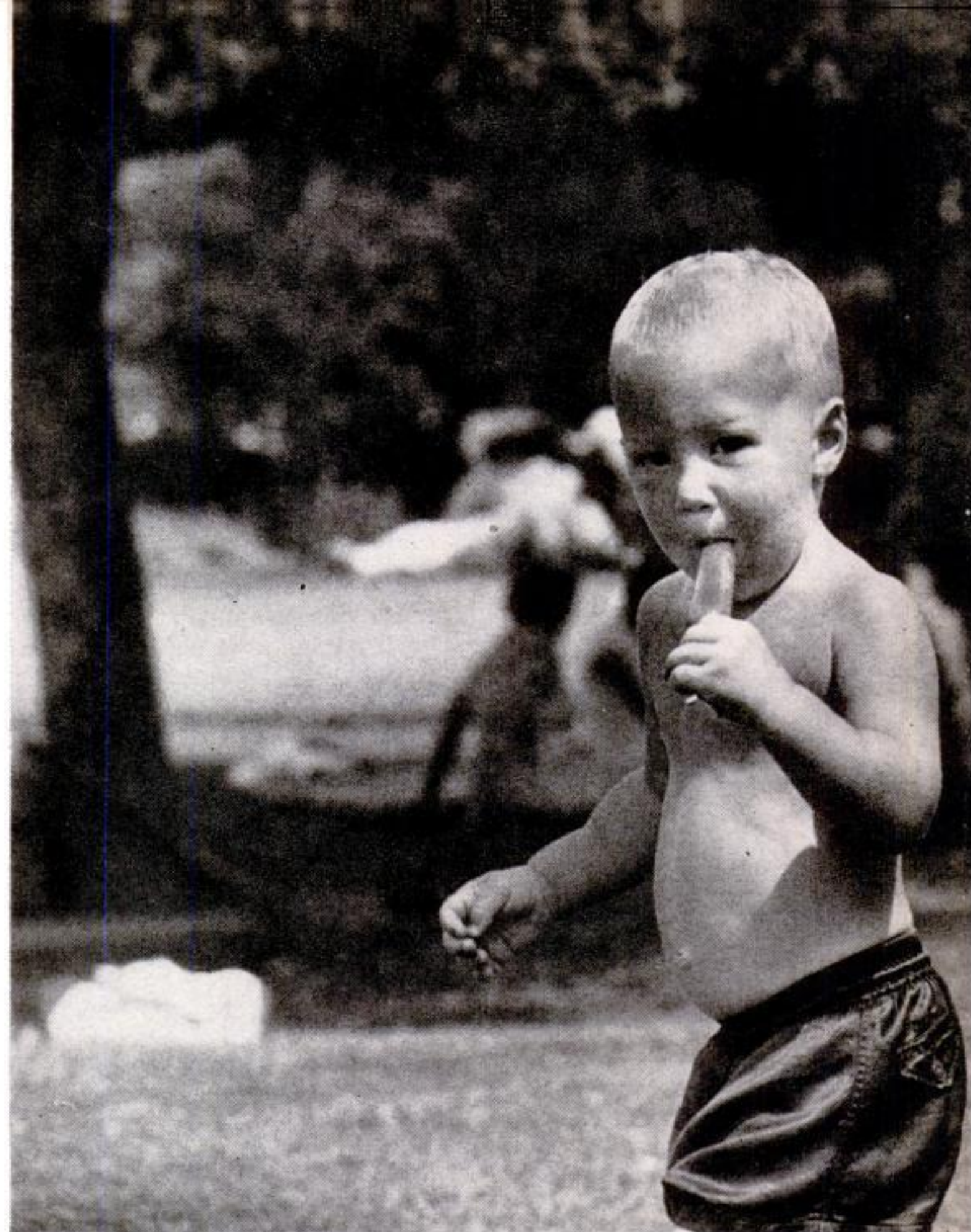
There is nothing so satisfying as a cup of good coffee



BALANCE ACT is here performed by 2-year-old Lance Seagren on father's outstretched hands while mother watches approvingly. Seagrens brought snack to park in late afternoon, stayed until dark.



QUICK CHANGE for his 10-month-old baby's diapers is prepared by a grim-faced Jack Childres, who holds the safety pins in his clenched teeth and keeps a strong grip on his placid son's bottom.



PROMENADING ELEGANTLY, TWO COOLED POPSICLE EATERS RETURN TO THEIR

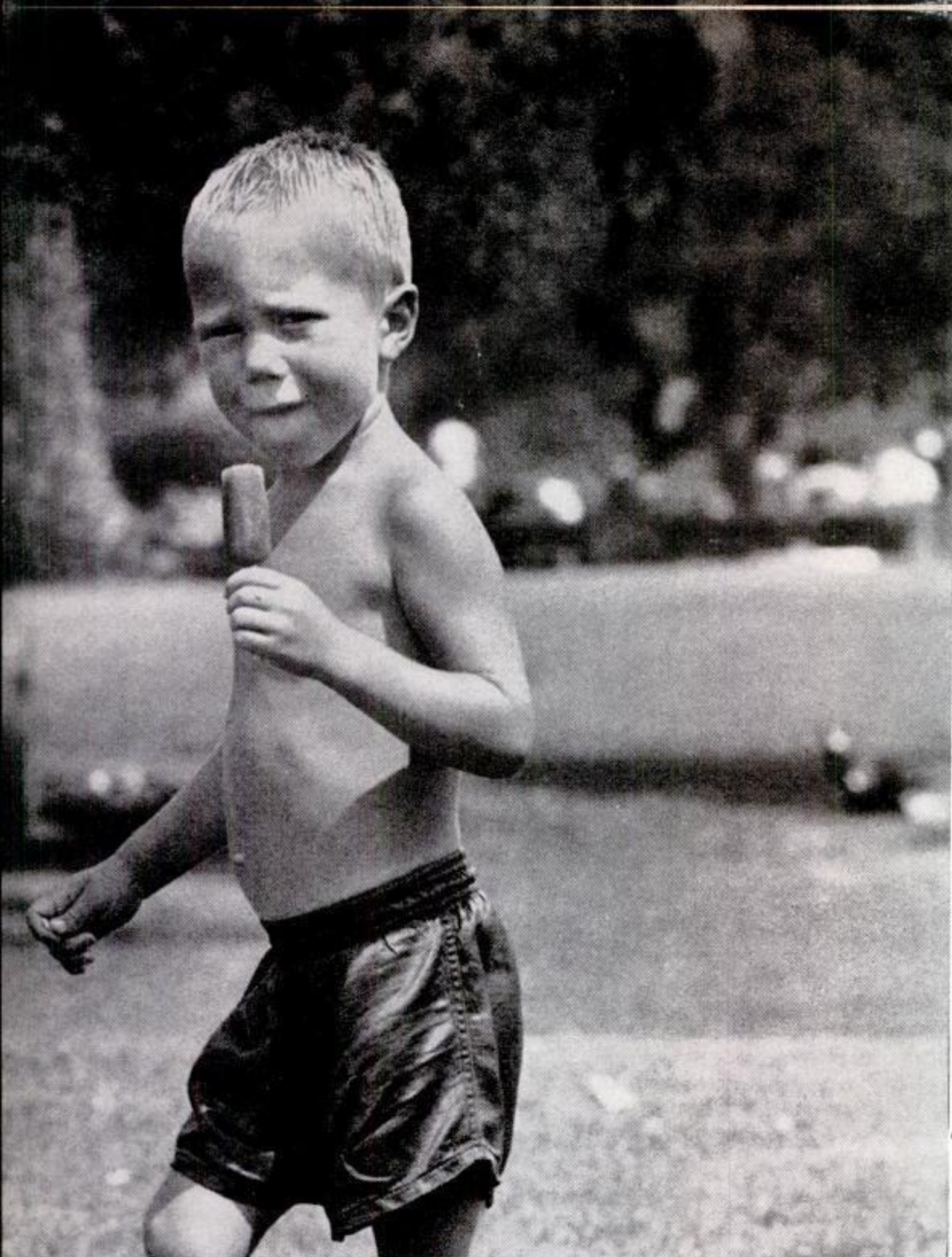
Life Goes Picnicking

POPSICLES, CARD GAMES, BABIES

Summer Sundays in America have many familiar sights and sounds—white dresses and church bells, funny papers strewn across the living room, the bellow of a stadium on a home run ball. But nowhere is Sunday so balmy and bounteous as in the public park. There are the drowsy hours sprawled under shady trees, the charcoal barbecues, the dripping Popsicles and the kids who romp while parents hopefully recall that even the Good Lord rested on the seventh day. On a recent Sunday in Arcadia, Calif., Photographer Allan Grant roamed the county park

SEARCHING FOR A SUITABLE PICNIC SPOT, A LARGE FAMILY HEADS FOR





ELDERS AFTER DAMPENING THEIR TOW HEADS AT THE DRINKING FOUNTAINS

in a Public Park

MAKE FOR EASYGOING SUNDAY FUN

to record the daylong activity of weekend picnickers shown here.

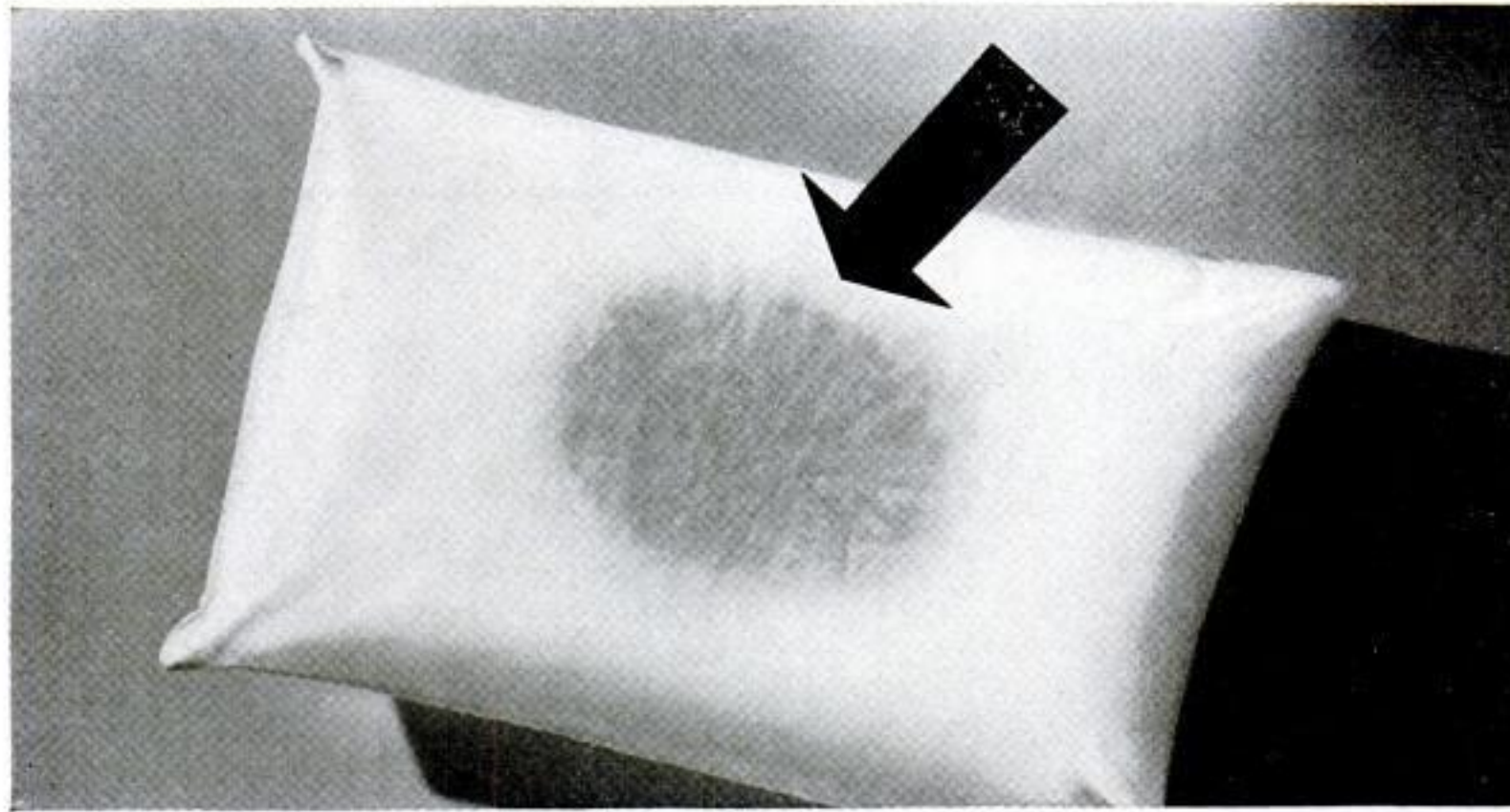
Arcadia's well-equipped park has a big swimming pool, tennis courts, baseball diamond and a golf course among its facilities. Once part of a race track and later the site of an Army balloon school, the 185-acre park frequently plays host to organized picnics of as many as 42,000 people who work hard at group games and singing songs. But almost a million others show up each year simply to play or to cook, or often just to stretch out and wonder where the children get all that energy.

THE PARK PLAYGROUND TOTING DRINKS, BLANKETS, FOOD, BAT AND BALL



LEISURELY GAME of cards is played in shade by picnickers who brought table and folding chairs with them as 8-month-old twin girls on blanket, Lou Ann and Linda Sue Denn, patiently wait for parents.

FOUNTAIN FUN is discovered by two thirsty girls. On weekends all 16 of park's drinking fountains swarm with children who spend as much time playing tricks with the water as quenching thirst.



Wives: Make him a gift of this amazing new hair preparation that ends this problem!

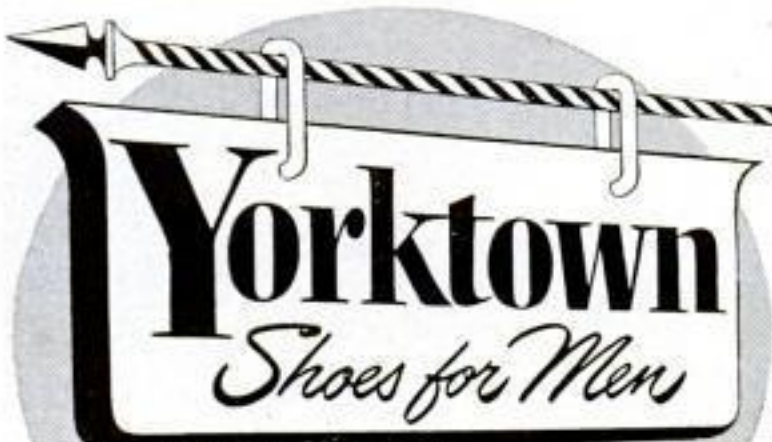
Revolutionary new hair dressing *won't grease-stain your pillow cases!*

AT LAST! A dressing that keeps hair naturally neat all day—and no slicked-down look . . . no unsightly grease stains to ruin hats, pillows, backs of chairs! It's new Beau Kreml! Amazing spreading action, too! Beau Kreml is easy to comb in . . . easy to wash out. Rinses off comb in tap water! Get a long-lasting bottle—only 69¢.



Stains on your hat?

If the hair dressing you have been using leaves unsightly grease stains on your hat, now's the time to change to new Beau Kreml!



**THE BEST VALUE
YOU CAN BUY!**

\$9.95 to \$14.95

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CHILD'S AUTO WITH MOTOR**

Sturdy, Safe
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At home or away Always Carry

TUMS

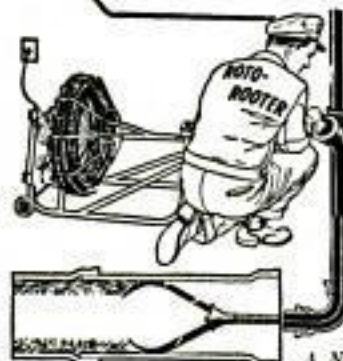
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America's No. 1 "on-the-spot" relief for
ACID INDIGESTION • HEARTBURN

10¢ A HANDY ROLL

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IN JIG TIME



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DIGGING

* Look for ROTO-ROOTER,
white section, your phone
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CORP., Dept. L-6,
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A National Service Available Locally

Mothersill's

The fast-acting
aid in preventing
and relieving
Travel Sickness.

for ADULTS and CHILDREN



Public Park CONTINUED



TREE PERCHER Bobby La Rock watches his grandfather, Thomas Rizzoni, who is a plasterer during the week, prepare a Sunday steak luncheon for 30.



NEW CONTEST is invented by four adventurous boys who take turns swinging on a dead palm leaf hanging from one of the park's Phoenix palms.

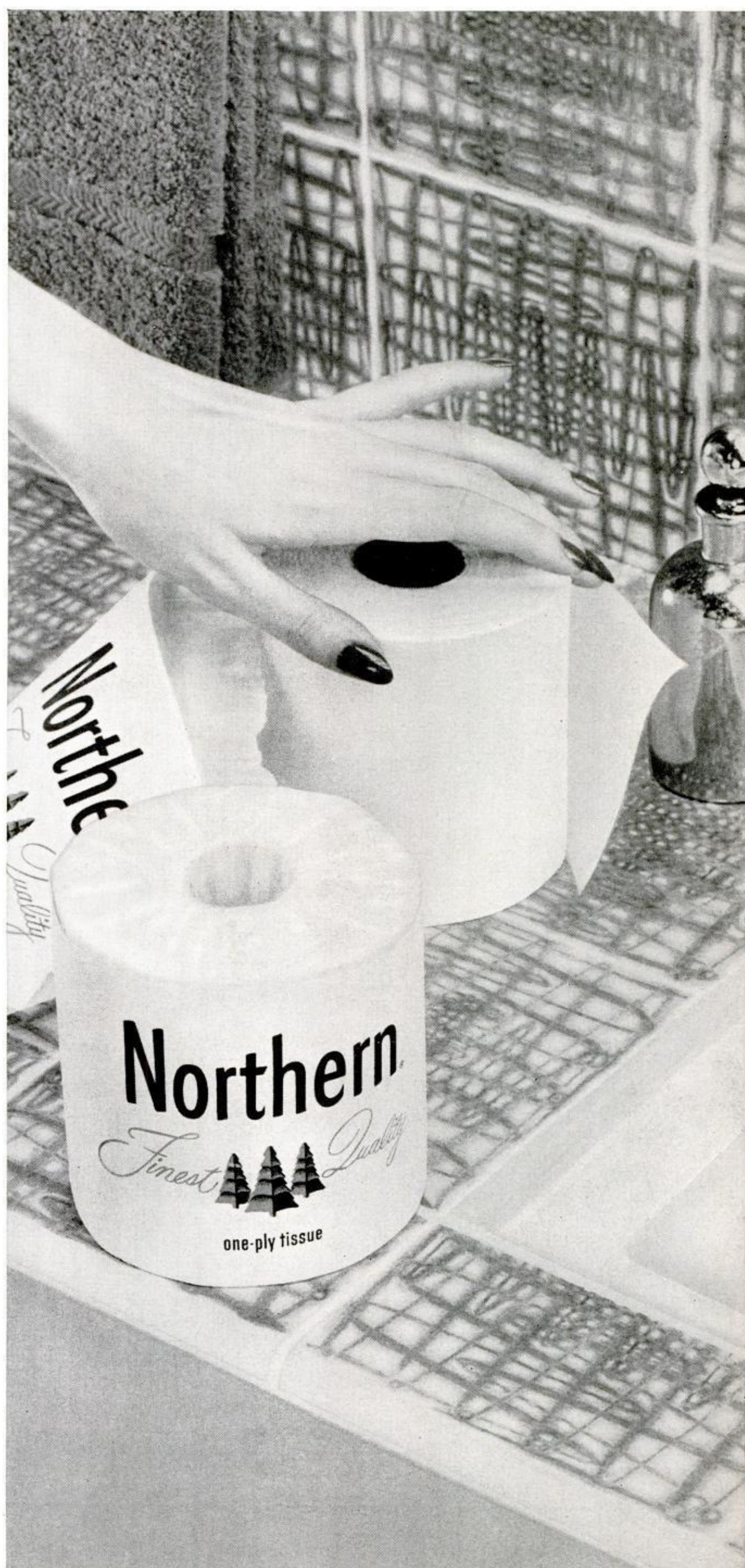
Northern Tissue
is completely new in
two important ways:

1

Nobody has ever offered
you a single sheet
tissue this soft before!

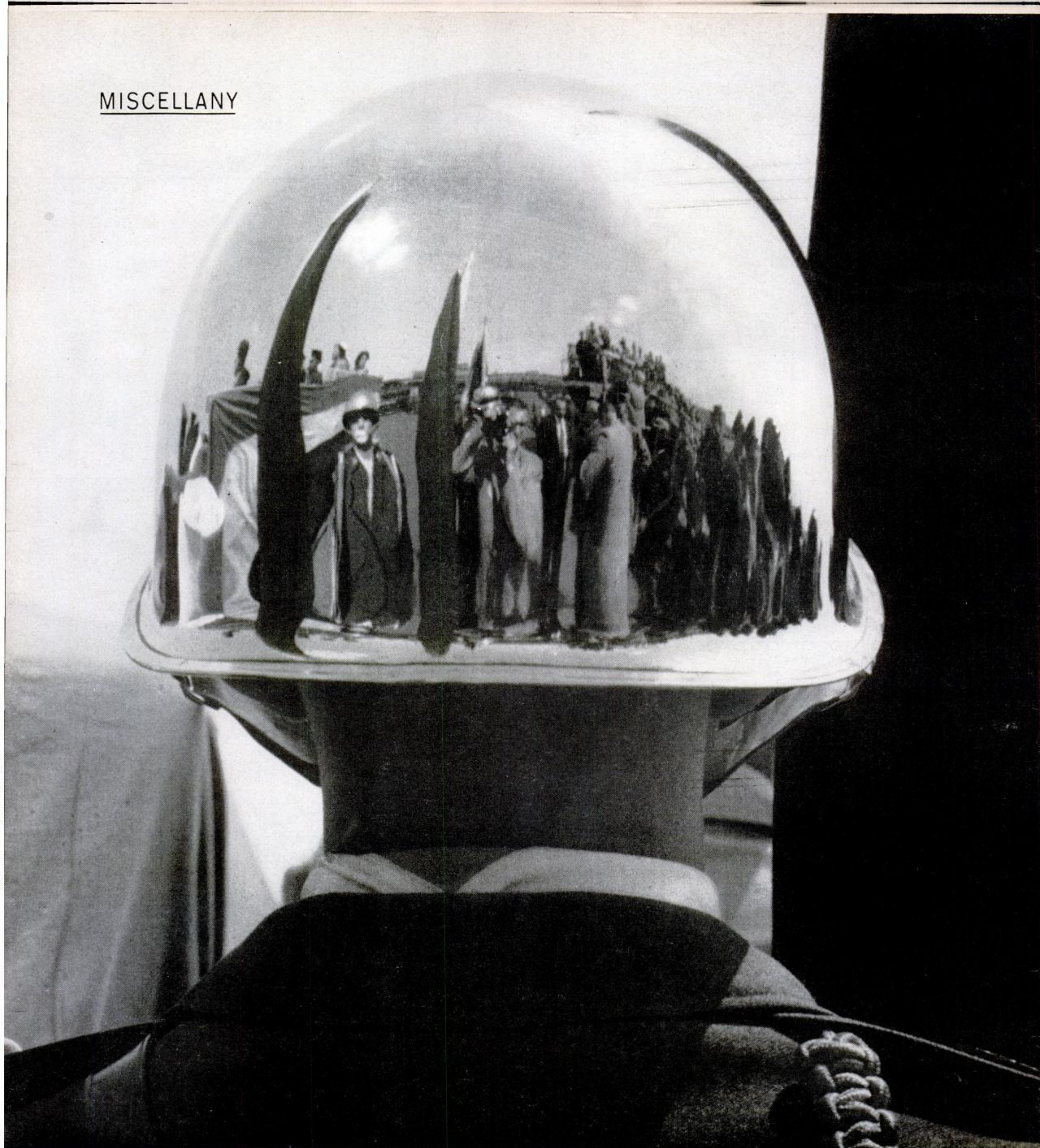
2

Nobody has ever
offered you this much
softness for the money!



COPYRIGHT 1954, MARATHON CORP., NORTHERN PAPER MILLS DIVISION

We hope you'll try it first chance you get- We know you'll be glad you did!



THE PICTURE OF SPIT AND POLISH

Like any American GI who has been ordered to shine his shoes until he can see his own reflection in them, Pfc. Fred Frederick of Kansas City, Mo. knows that good old spit and polish can make or break a soldier. Assigned to a crack infantry drill platoon in Berlin, Frederick recently got all shined up for a full-dress parade at Tempelhof Air

Base. In fact he did such a brilliant job that an observant German photographer named Karl W. Rothenburg got his best picture of the whole affair, including the reviewing stand in background, tall regimental flags (*left*), clouds and even a self-portrait (*center*), right from Frederick's helmet, which had been polished to a high mirrorlike gloss.



"Is this something special?"

"It certainly is...that's Ballantine Ale"

The sociable beverage that's more and more in evidence at friendly gatherings is Ballantine... the *different* ale.

In Ballantine, the time-honored flavor of ale... and the lightness and liveliness Americans prefer in their brewed beverages... are so happily

married that it has won a very special place in the affections of millions.

The sooner you try it, the longer you'll have to enjoy it. Get acquainted with this great ale today; it gives you so much more in flavor... and satisfaction... *it's America's favorite by four to one.*

P. Ballantine & Sons, Newark, N. J.



Since 1810



BALLANTINE ALE...the light ale America prefers by 4 to 1!

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really tell the
difference between
cigarettes?



*Rock Hudson
knows the answer—*

"You miss something
in other brands after you know
Camels! It's a special mildness
that's so agreeable—
along with good, rich flavor!
You ought to try Camels—
they're a real smoke!"

FIND OUT THE ANSWER
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**Make the
30-Day Camel
Mildness Test**

Smoke only Camels for
30 days. Then you, too, will
know why Camels are
America's first choice for
mildness and flavor!



AMERICA ANSWERS: YES!

**Camels' friendly Mildness and
richer Flavor agree with more
people than any other brand!**



ROCK HUDSON—STARRING IN U-I's "MAGNIFICENT OBSESSION"

MORE PURE PLEASURE is right there waiting for you in every
pack of Camels! Light up a Camel and see for yourself how good and mild
a cigarette can be. See how Camels' fine, rich flavor makes smoking so
much more enjoyable. The exclusive Camel blend of costly
tobaccos just can't be matched for pure pleasure. Try Camels
yourself! You'll soon see why—for *friendly* mildness and *richer* flavor—
Camels agree with more people than any other brand!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.